



Aberdeenshire
COUNCIL



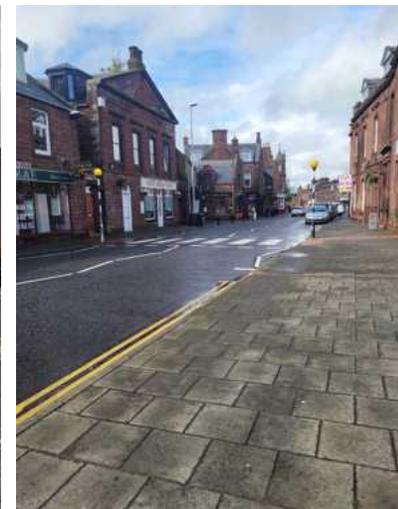
TOWN CENTRE HEALTH CHECK SEPTEMBER 2022

TURRIFF, ABERDEENSHIRE



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INTRODUCTION

INTRODUCTION

Town centre health checks are a way of analysing the factors that contribute to successful town centres and indicate good standards of vitality and viability. The vitality of a centre is a measure of how lively and busy it is, whilst viability is a measure of its centre's capacity to attract ongoing investment.

Town Centre Health Checks have been completed in Aberdeenshire since 2003. However, in 2021 a new methodology was introduced to showcase a fresh and updated approach for Aberdeenshire.

Aberdeenshire is an extremely attractive area with a variety of coastal and rural environments, commuter towns, high levels of employment, and there is considerable new housing and employment land planned for the near future. Maintaining town centres' attractiveness, activeness, and accessibility is vital for the region to be able to continue to thrive.

BACKGROUND

The importance of town centres is widely acknowledged. Town centres are at the heart of communities, providing a sustainable focus for shopping, business, leisure, services and community life, and shaping their sense of place. The planning system has an important role to play in supporting successful town centres, through influencing the form and type of future development. In order to assess how a centre should be supported, evidence of its current performance is required.

NPF4 notes that policies should 'encourage, promote and facilitate development in our city and town centres, recognising they are a national asset' (NPF4, page 81).

Town centres with a vibrant retail scene, a wide variety of services, attractive buildings and open space create economic growth, attract more people to the region, and promote a sense of well-being and identity.

PURPOSE

The purpose of this report is to present the results of the Town Centre Health Check 2022 for Turriff. The results are presented to enable an understanding of the vitality and viability of the town centre. The results are not to be considered definitive of the well-being of a town centre, but rather they are intended to provide an evidence-based comparative perspective on this matter and assist in identifying actions that could be undertaken to improve and maintain their status.

WHY COMPLETE A HEALTH CHECK?

Health checks contribute to the planning system's efforts to support successful town centres through giving an overview of their current performance. They provide an analysis of the infrastructure and viability of the town centre which can be used to inform the Local Development Plan and decisions on planning applications. The findings are also utilised to create help a stronger "town centre first principle" policy.

METHODOLOGY

TOWN CENTRE HEALTH CHECKS SHOULD:

- Support implementation of the Local Development Plan
- Add value by collecting data on a wider set of indicators that provide insight into economic, social and environmental factors that play a part in the vitality of a town centre
- Have a clear, easy to follow and accessible format and methodology
- Work collaboratively both within the Council and externally with businesses and the community to collect and share baseline data
- Provide the foundation for other town strategies and plans and any subsequent funding applications

To achieve these results, the following methods of data collection and presentation were utilised:

DESK TOP RESEARCH

Desk top research was completed to provide the critical first step of gathering information for the town centre. Background information on the current situation of the town centre was then analysed further when out on site. Data was gathered from within the Council and from external partners.

COMMUNITY SURVEY

For the principal town centres, the surveys are being conducted every two years as it is considered this would reduce the risk of consultation fatigue and allow for monitoring of any changes within town centres which have occurred in that period. The community survey was designed to gain an understanding of the views of both the residents and visitors of the town centre. The survey was available on Engage HQ in 2021, shared via a press release, advertised on the Council's Social Media and emailed to relevant groups to advertise further. The survey asked questions on several different topics and provided respondents the opportunity to identify what improvements they would like to see to the town centre. The survey was open for three weeks and received 104 responses. A summary of the responses received can be seen on page 45.



Look out for: Quote Boxes. Comments were asked for in both the community and business surveys and a selection have been included in the report to give a flavour of the different responses received.

METHODOLOGY (CONTINUED)

BUSINESS SURVEY

For the principal town centres, the surveys are being conducted every two years as it is considered this would reduce the risk of consultation fatigue and allow for more effective monitoring of any changes within town centres which have occurred in that period. The survey was available on Engage HQ in 2021 and was shared via relevant groups for completion. Several topics were questioned, including the impact that the COVID-19 pandemic has had on businesses. The survey also gave an opportunity to comment on improvements that businesses would like to see to the town centre. The survey was open for three weeks and received 21 responses. A summary of the responses received can be seen on page 45.

FOOTFALL AND TRAFFIC COUNTS

The footfall count was completed at two locations throughout the town centre to gain information on the vitality at different times of the day. Four time slots were selected to gain information of the vibrancy in the morning, afternoon and evening. The counts were completed for 15-minute periods on a weekday and weekend to try and gain an insight into the number of people moving around the town centre. These footfall counts were a team effort and carried out by Aberdeenshire Council Officers and members of the community. In response to feedback received following the Town Centre Health Checks in 2021, traffic counts were also added to the methodology for all towns. Where possible, traffic counts were carried out at the same location as the pedestrian counts and for the same length of time following completion of the footfall counts. Where traffic counts could not be carried at the same location at the footfall counts, these were done at the closest viable point in order to gain information on the number of vehicles using the town centre.

SITE SURVEY

This work was completed on a clear day and provided up to date information on the vitality and viability of the town centre. Several recording methods were used including maps, photographs and written analysis. The Place Standard themes were used to analyse the town centre and allowed for different themes to be analysed on an individual basis but also as a collective.

ACCESSIBILITY AUDIT

During the 2021 survey, supported by Community Learning and Development officers we worked with members of the local community with lived experience to undertake an assessment of the town centre, assessing footway surfaces and obstructions, facilities and signage, maintenance and enforcement, personal security, crossing points and access to buildings. The survey took place on a clear day over two hours and participants included adults with limited mobility. The results from the 2021 accessibility audit were reviewed as part of the survey this year and relevant points updated as necessary. The merits in revisiting the accessibility audit for the principal town centres will be considered in the future to determine the frequency in which they are carried out as part of the Town Centre Health Checks.

How a place looks, its history and what other people think of a place can affect how we feel. A strong local identity can help us feel pride in our place, our community and in ourselves as a result.

Observations: Comments from the surveys in 2021 showed that the majority of those who use the town centre felt positive towards it. The town has an attractive environment, active groups, celebrated local heritage and a busy, independent retail and service environment which contribute to this rating. Negative points raised were in relation to the numbers of empty units.

The growth of Turriff: The town dates back to a Columban monastery built nearby in around **1000**. Turriff grew around its function as the trading centre for a large agricultural area, which is still the case today. Significant expansion took place in the **1760s**. Turriff's location on the main Aberdeen to Banff road benefited the town and in **1857** the railway arrived, until it closed in **1951**. Much of the High Street dates back to the early **1800s**, with the majority of buildings constructed from a distinctive local red sandstone. The north end of the High Street is the home of the market square and the site of a riot in **1913**, when an attempt was made to sell the famous "Turra Coo", a cow seized from a local farmer for non-payment of National Insurance contributions. Today a statue of the Coo can be found in the High Street. This type of medium-sized, independent town is extremely mixed in terms of demographics.

Source: Understanding Scottish Places and Undiscovered Scotland

IDENTITY & BELONGING



How Do You Feel About Turriff Town Centre?



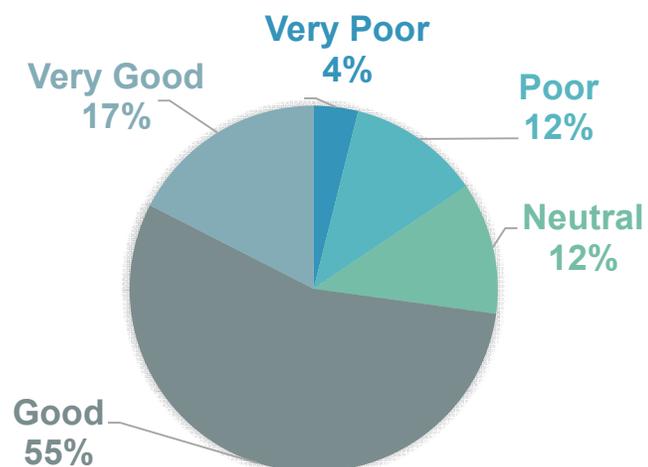
74% Community

26% Community

75% Businesses

25% Businesses

IN YOUR OPINION, COMMUNITY SPIRIT IN THE TOWN CENTRE IS?



"Friendly folk, well kept overall, not bad mix of shops, tourist information and old style signposts dotted about, still has a country town feel."

"Doesn't inspire or excite me."

"It's got a little bit of almost everything."

"Got a good feel about the place."

"As far as a small town goes, I think we have a pleasant centre. It's clean and bright and has a variety of shops."

"Overall positive. By far not the worst town in Aberdeenshire!"

"It's a pretty town and welcoming."

"I feel positive about the shops that are there but there are a few empty shops, would be nice to see them occupied. I don't go into Turriff as often as I did before Covid."

"Several empty shops, not many shoppers on the streets therefore no atmosphere."

Business and Community Survey, September 2021

Feeling safe in and around the places that we spend time in can have a significant impact on people's activities and on their health and wellbeing. Through their design and maintenance, good places should feel safe and secure for all, and help to minimise crime and antisocial behaviour.

Observations: Lighting columns are mixed across the town centre with both modern and traditional styles. A CCTV system is in place. Safety during the day was the most positive rated category by both businesses and visitors to the town in the surveys in 2021. Safety during the evening was less positive however, with more neutral responses, perhaps indicating that less people use the town in the evening. For those who rated this poor, the main area of concern seemed to be in relation to antisocial driving at night time.

Key Safety Features:



Lighting appeared to be generally well maintained and distributed across the town



Central CCTV system installed in April 2021 by Turriff Business Association

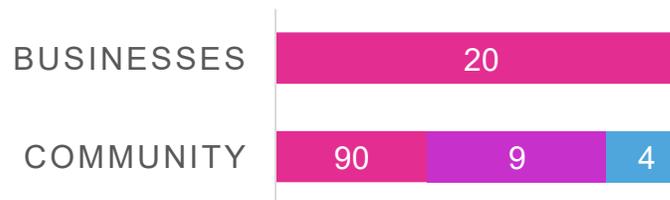
66 Incidences of crime reported
1st September 2021 – 31st July 2022
Police Scotland

FEELING SAFE



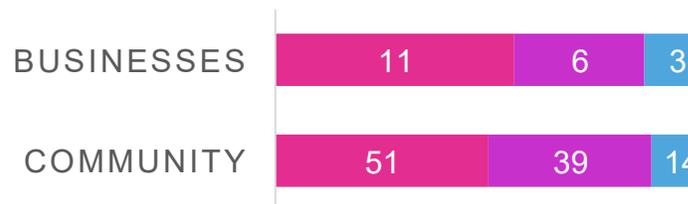
HOW WOULD YOU RATE: SAFETY DURING THE DAY?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: SAFETY DURING THE EVENING?

■ Good ■ Neutral ■ Poor



“Major negative is all the antisocial behaviour after hours. Antisocial and dangerous driving, underage drinking to name a few.”

“Improvement - Both zebra crossings, make them raised/sleeping policemen, this will eliminate the antisocial driving overnight and increase safety when walking about Turriff.”

“More police presence and general interaction with public, this may provide more respect and better relations with youths?”

“Turriff is very geared towards the older person. It needs to look at things for younger people, who cannot afford a lot.”

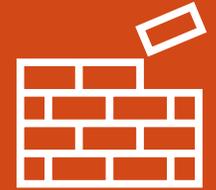
Business and Community Survey, September 2021

Images (Left to Right): Modern LED lighting and CCTV; Traditional and modern lighting styles on Main Street; CCTV and mix of lighting styles in High Street.



Places that are well cared for can make us feel better about a place, while those that are neglected can have the opposite effect. Proper maintenance arrangements allow people to feel supported and more positive about where they live.

CARE & MAINTENANCE



Vacant Unit, High Street



Library, The Square



High Street



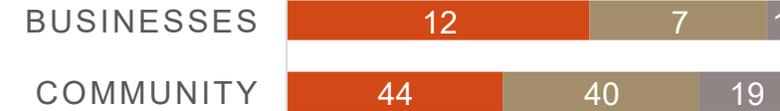
High Street, Main Street Corner



Observations: Buildings and public spaces within Turriff Town Centre are generally well maintained and this was recognised in both the 2021 community and business surveys, with 56 respondents rating the care and maintenance of buildings as good. However, a number of comments were received relating to the upkeep of the vacant units on High Street. The locations highlighted by the images give a flavour of the current town centre environment.

HOW WOULD YOU RATE: CARE & MAINTENANCE OF BUILDINGS?

■ Good ■ Neutral ■ Poor



“The town is very clean and tidy.”

“Empty buildings to be better maintained.”

People's views about their local area should be heard. Having a voice in decision making and feeling able to make changes can help to build stronger communities and better places. Having a sense of control can make people feel positive about their lives.

INFLUENCE & SENSE OF CONTROL



Observations: Turriff Town Centre is well represented with a number of different organisations aiming to improve the look and feel of the town for the benefit of residents, businesses and visitors. There is a good level of awareness of the groups in the wider community.

Town Centre Groups	Turriff in Bloom	Turriff Business Association	Turriff & District Community Council
Legal Status	Constituted Group	Constituted Group	Community Council
Membership	Volunteer committee and helpers.	Businesses from the Turriff and District area. 68* members.	The community; 9 members.
Responsibilities	Set up in 2002 by volunteers as Turriff Town Pride to ensure that visitors to the town could enjoy floral displays. In 2021, the group re-branded as Turriff In Bloom to increase awareness of their activities. The group look after a wide variety of floral displays, including hanging baskets and planters and have recently been involved in the completion of the 'Welcome to Turriff' sign. The group are supported by local businesses.	Set up over 20 years ago the Turriff Business Association members aim to work together to ensure that the Turriff community and its businesses grow, develop and succeed. Recent projects that the group have been involved with include the Summer Spectacular event, installation of new benches at the Turra Coo area, installation of CCTV, and previously, COVID-19 response measures such as PPE provisions and marketing.	Community Councils (CC) are the most local tier of statutory representation in Scotland, bridging the gap between local authorities and communities. Key tasks: Representing CCs on other organisations; Campaigning on local issues; Conducting local surveys; Organising public meetings on major development proposals or the Local Development Plan; Statutory Body for public consultation on Planning and Licensing; Representing and providing a platform for public views. The council usually meets on the first Monday of each month.
Contact	Turriff in Bloom Facebook	Turriff Business Association Facebook	Turriff and District Community Council Facebook

The word cloud (below) shows all responses given, when asked to name groups involved with the town centre. Turriff Business Association (24), Turriff in Bloom (11) and the Christmas Lights group and Friends of the Den (both 10) received the most mentions. *Business and Community Survey, September 2021*



*Correct at time of survey.

57% of community survey respondents are aware of groups that support the town centre.

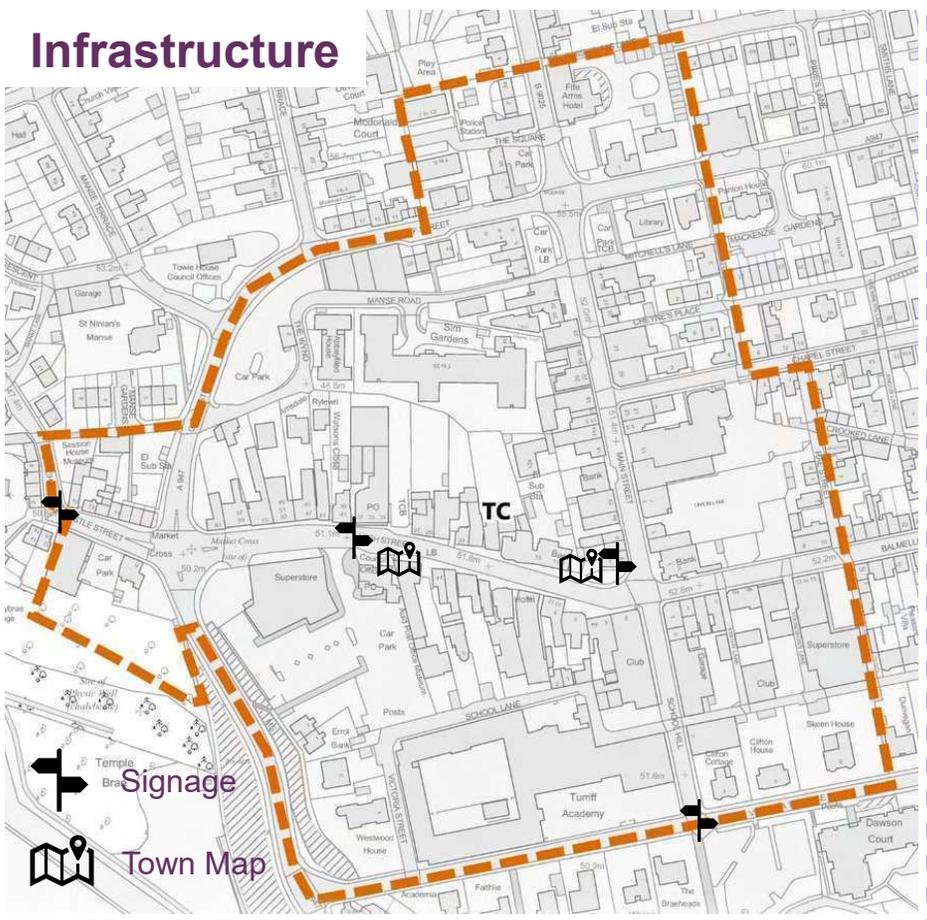
Business and Community Survey, September 2021

Walking and cycling are beneficial for both our health and the environment. Good places can support and encourage people to walk and cycle by providing quality routes and a pleasant and safe experience.

MOVING AROUND



Infrastructure



Observations: The town centre is relatively compact and easy to get around. It is shared by vehicles and pedestrians and has no pedestrianised areas but does have several crossing points. Pavements are narrow in some places, which was commented on by some respondents in the 2021 surveys. Signage is good, particularly in the High Street area. Getting around and signage previously both scored well with survey respondents.

“Compact, easy to walk from A to B.”

“There's a lot to like, although more could be done in terms of space for walking.”

“Positive - Old style signposts dotted about.”

“It's not wheelchair or buggy friendly.”
Business and Community Survey, September 2021

HOW WOULD YOU RATE: SIGNAGE?

■ Good ■ Neutral ■ Poor

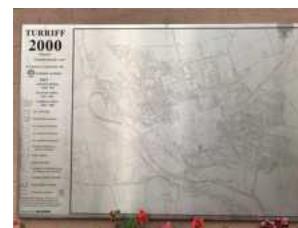
BUSINESSES	11	5	4
COMMUNITY	68	27	8

HOW WOULD YOU RATE: GETTING AROUND THE TOWN CENTRE?

■ Good ■ Neutral ■ Poor

BUSINESSES	16	2	2
COMMUNITY	69	26	7

Images (Left to Right): Pedestrian crossing, Main Street; Two town maps, High Street; Heritage signage, A947; Signage junction Main Street and High Street.



MOVING AROUND: CYCLING

Observations: There are currently no cycle lanes in Turriff Town Centre, however the town is on Route One of the [Sustrans National Cycle Network](#). There are just two locations for cycle parking across the town, with the main covered shelter outside the library in Main Street. Survey responses showed that most respondents did not have a concern with cycle parking, and there were more good ratings than poor, which suggests that those who do cycle in the town they find the experience satisfactory. No comments were provided in relation to cycling.

Given the town's location on the route this could be an opportunity that could be explored further to encourage new visitors.

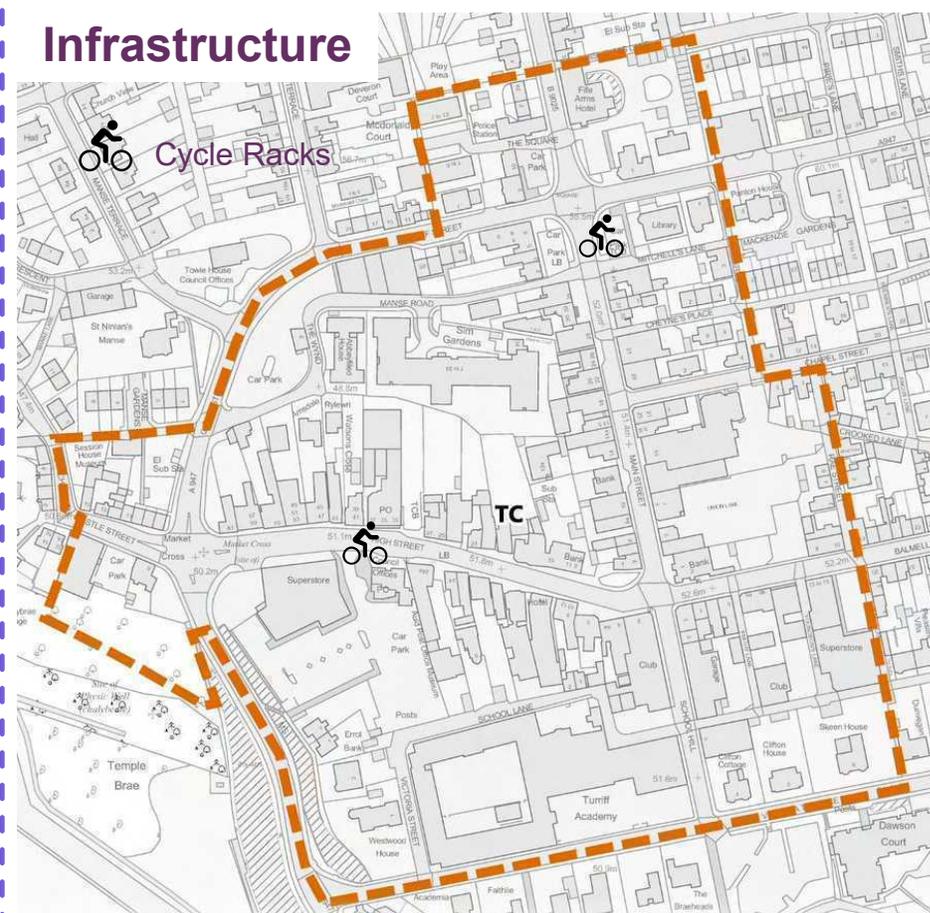
HOW WOULD YOU RATE: CYCLE PARKING?

■ Good ■ Neutral ■ Poor



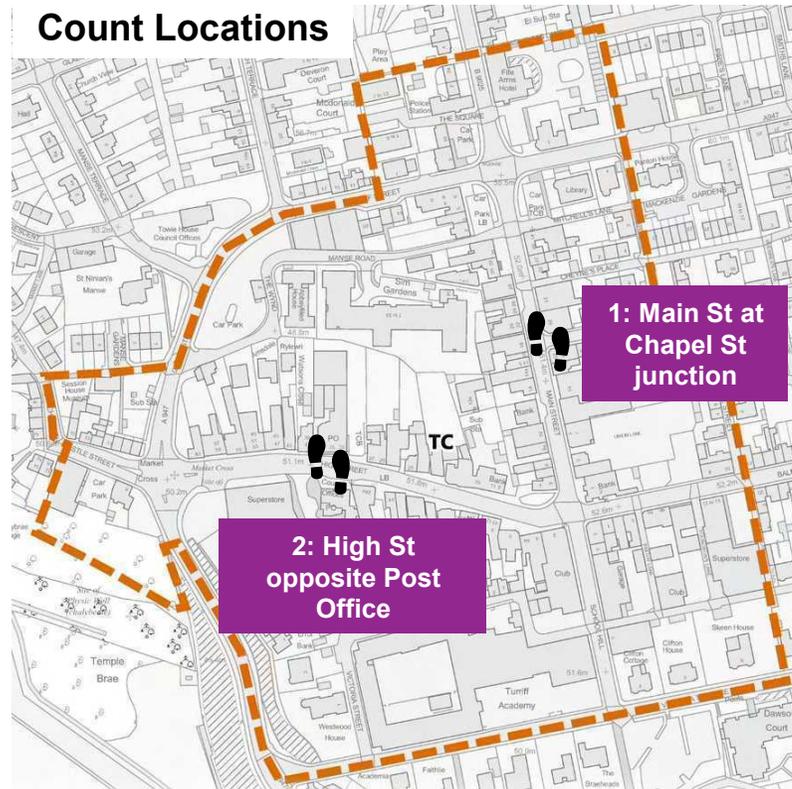
Images (Clockwise from Top Left): Covered cycle racks, Main Street; Sustrans National Cycle Network Route 1 signage; Freestanding cycle racks, High Street.

Infrastructure



MOVING AROUND: FOOTFALL SURVEY

Day	Time	Location 1	Location 2	Hourly Total	Overall Total
Wednesday 	09:30	25	27	52	323
	11:30	53	47	100	
	14:30	55	68	123	
	18:00	31	17	48	
Saturday 	09:30	33	47	80	413
	11:30	76	62	138	
	14:30	47	72	119	
	18:00	44	32	76	
Totals		364	372	736	



Footfall is a measure of the vitality of the town centre and can be directly linked to economic activity. Pedestrian counts were undertaken by Council staff and community volunteers on Wednesday 7th and Saturday 10th September 2022 for a duration of 15 minutes, four times a day, in two locations.

The pedestrian count findings showed the highest footfall count was recorded at Main Street on Saturday morning (76 people), in comparison to last year which saw High Street at 11.30am during the week as the busiest. Footfall counts for both locations were similar, but the total over the course of the survey than the total last year (1004 people).

HEADLINES

Busiest Location: High Street
Busiest Time: 11:30
Busiest Day: Saturday

Quietest Location: High Street
Quietest Time: 18:00
Quietest Day: Wednesday

MOVING AROUND: ACCESSIBILITY AUDIT 2021



Participants were recruited from the local community to undertake a survey to identify the effect of roads, pavements and the general streetscape on people who use the town centre in order to identify barriers to moving around and enhancement opportunities to improve connectivity, attractiveness and safety.

Volunteers reviewed the following elements, and their comments are noted on the next page:

- Footway surfaces and obstructions;
- Facilities and signage;
- Maintenance and enforcement;
- Personal security;
- Crossing points;
- Access to buildings.

The survey took place in the High Street/ Main Street area on Friday 24th September 2021, 13:00 – 15:00. The weather was dry and mild.

ACCESSIBILITY AUDIT 2021

Observations: Participants identified a number of consistent themes during the audit:

- Crossing roads feels safe with several crossing points and good tactile paving.
- Pavements were generally in good order with only a few issues, however road markings were faded in several places.
- Consideration should be given to street furniture and signage on narrow pavements as it can be difficult to manoeuvre around with buggies or wheelchairs.
- Buildings are generally accessible.
- Pinch points on several streets were noticed where pavements narrowed and this caused difficulty for pedestrians, particularly at corners.
- Sense of safety - The town centre generally feels safe, although antisocial driving is a concern.



“There is lots of tactile paving around Turriff but the lines on this crossing are badly faded.”



“These overgrown trees are a hazard and the cycle racks look unloved.”



“Bins and shop signs can be difficult to get round with a buggy and small children.”



“Good, wide pavements in High Street.”



“Damaged grate could be a hazard.”



“Steps are an issue in the public space around the Turriff Coo, but the edge is marked.”

“Narrow pavements at corners are a hazard for pedestrians and especially with a buggy or wheelchair.”



“The bank has good access.”

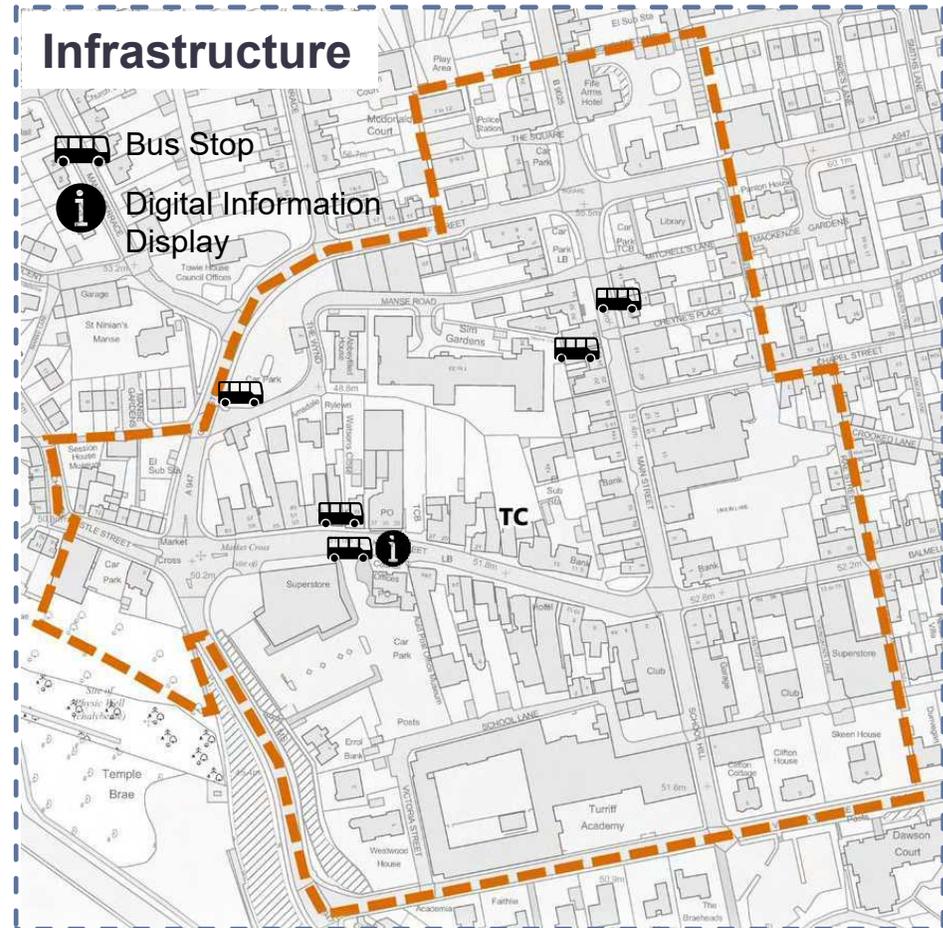


Access to an affordable, reliable and well-connected public transport service is important for all communities. Good public transport encourages people to get around in ways that are better for the environment.

PUBLIC TRANSPORT



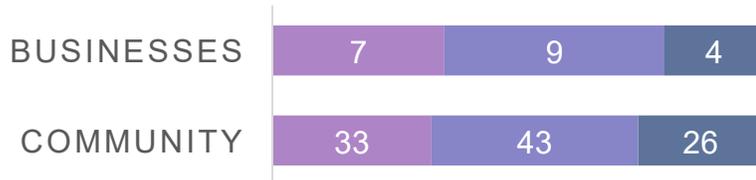
Observations: Turriff has some public transport provision with good, regular bus links to Aberdeen, including early and late options, a reasonable but slow connection to Elgin which includes stops such as Banff, and a limited service to Huntly. This is supplemented by an A2B Dial-a-Bus service connecting the town and its rural hinterland. There are a few bus stops distributed across the town centre with real time information provided at one of these. Overall, survey respondents in 2021 were neutral towards public transport, suggesting perhaps that not many people use the services. There were only a few comments about the buses but those that were provided, were poor. It is noted that there is a significant price increase from last year for buses from Turriff to Aberdeen and Elgin.



Images (Clockwise from Top Left): Covered bus stop High Street; Bus on High Street; Real time information display, High Street.

HOW WOULD YOU RATE: PUBLIC TRANSPORT?

■ Good ■ Neutral ■ Poor

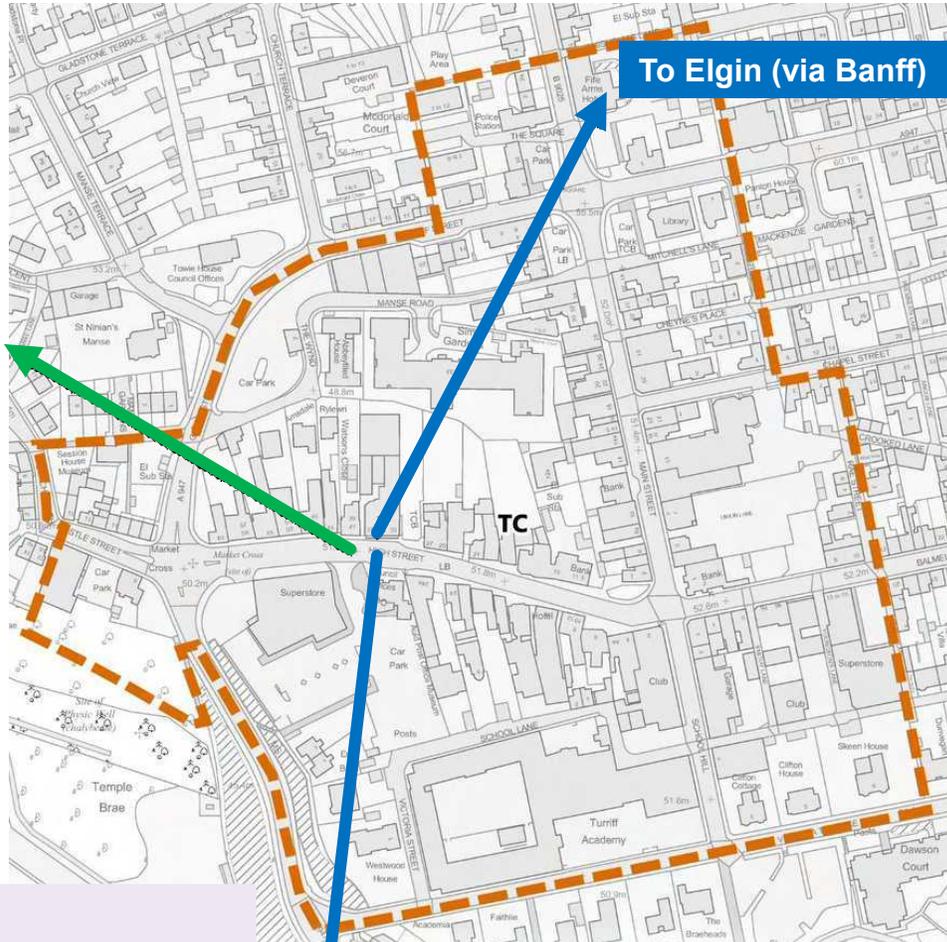


“Public transport links poor.”

“Because of the poor bus service from surrounding villages, we don't get enough time to go anywhere in Turriff, just about manage to get shopping then it's time to get the bus back..... You're always looking at the clock in case you miss it, so you don't have the chance to enjoy the benefits of the town.”

“Improvement - Better bus service.”
Business and Community Survey, September 2021

PUBLIC TRANSPORT ROUTES



To Huntly

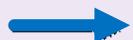
To Elgin (via Banff)

To Aberdeen Union Square
(via Oldmeldrum and
Newmachar)

Key:



Bus Route 303



Bus Route 35

Route* (From High Street)	Frequency (per week day)	Fastest Journey Time	Earliest Travel Time	Latest Travel Time	Cost (Single Standard Ticket)
Bus to Aberdeen Union Square (35)	25	1hr 21mins	04:50	22:09	£11.50
Bus to Elgin (35)	11	2hrs 22mins	08:28	22:09	£11.50
Bus to Huntly (303)	2	45mins	09:20	13:10	£5.70

* Correct at time of survey

An [A2B Dial-a-Bus](#), pre-booked minibus service is available in Turriff. In most cases a door-to-door service is provided, operating during weekdays. The service is free to use.



Too much traffic can cause problems for people who live and work in town centres as well as visitors. Traffic and parking arrangements that allow people to move around safely can help people to get the most out of a place.

TRAFFIC & PARKING

TRAFFIC



Image: High Street.

“Lower speed limits within the town centre and ensure these are enforced.”

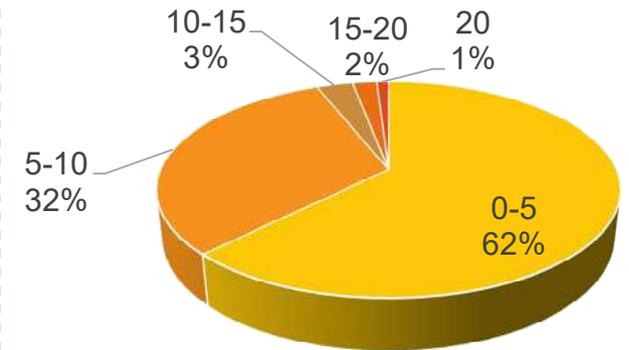
“The one way traffic system that was adopted during the lockdown was very welcome and think it would be beneficial to re-introduce it.”

“Traffic calming measures would make an improvement.”

“A roundabout at the junction of A947 and B9025, as the amount of right turning vehicles often causes backing up of traffic.”

Business and Community Survey, September 2021

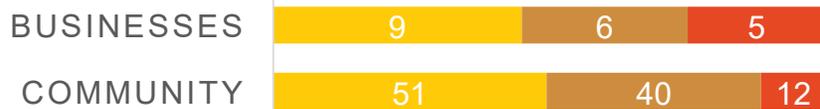
Distance Travelled to Use the Town Centre (Miles)



Source: Community Survey September 2021

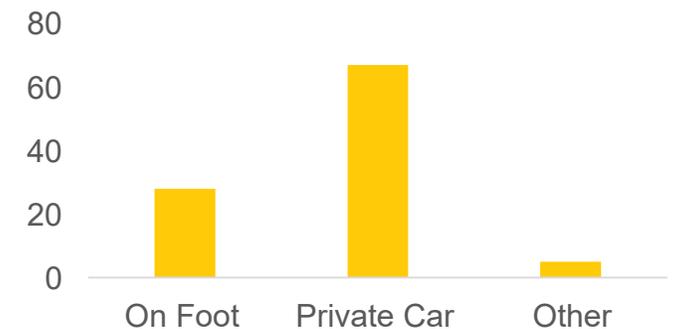
HOW WOULD YOU RATE: TRAFFIC FLOW?

■ Good ■ Neutral ■ Poor



Observations: A number of comments were received through the 2021 survey requesting the reintroduction of the one-way system that was in place during the first lockdown of the COVID-19 pandemic. This was seen to be a positive to the town centre. Concerns were also raised through the survey regarding the speed that some vehicles travel through the town centre, particularly in an evening as this was noted on more than one occasion as a safety concern. Overall, through the ratings the majority of respondents noted traffic flow as either good or neutral with only 12 rating as poor.

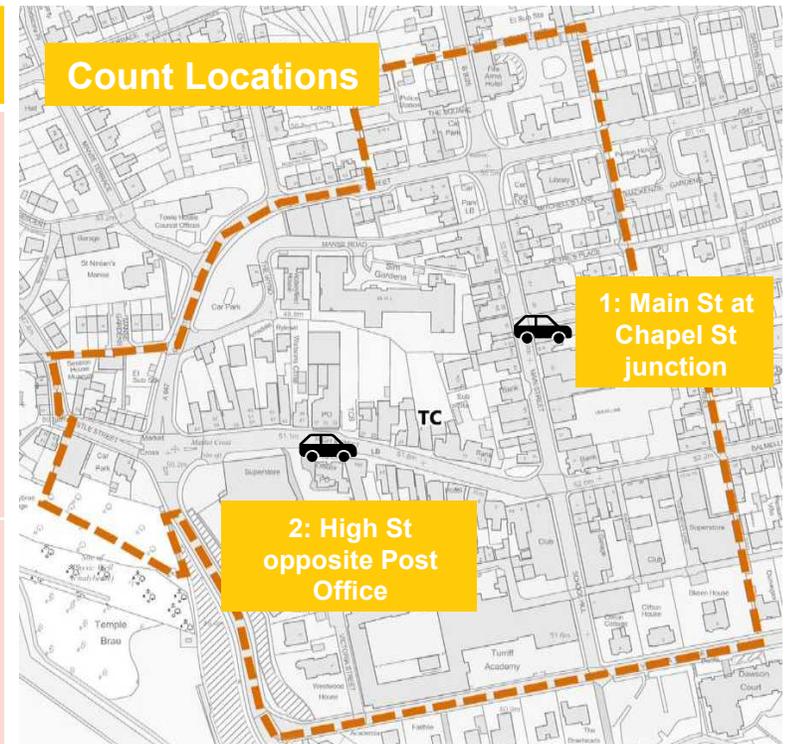
How would you generally travel to the town centre:



Source: Community Survey September 2021

MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Tuesday	Location 1	Car	34	Car	64	Car	69	Car	41	250
		Buses	2	Buses	0	Buses	0	Buses	0	
		Lorries	0	Lorries	0	Lorries	0	Lorries	0	
		Vans	16	Vans	7	Vans	9	Vans	5	
		Taxis	0	Taxis	0	Taxis	1	Taxis	1	
		Bicycles	0	Bicycles	0	Bicycles	0	Bicycles	1	
		Other	0	Other	0	Other	0	Other	0	
	Location 2	Car	52	Car	64	Car	76	Car	43	301
		Buses	3	Buses	4	Buses	5	Buses	0	
		Lorries	1	Lorries	1	Lorries	2	Lorries	1	
		Vans	15	Vans	10	Vans	6	Vans	10	
		Taxis	1	Taxis	0	Taxis	0	Taxis	1	
		Bicycles	0	Bicycles	0	Bicycles	1	Bicycles	0	
		Other	1	Other	1	Other	0	Other	3	
Hourly Totals (all traffic):		125		151		169		106		551



MOVING AROUND: TRAFFIC SURVEY

Day		9:45am-10:00am		11:45am-12noon		2:15:2:30pm		5:45pm-6:00pm		Total number of Vehicles
Saturday	Location 1	Car	11	Car	71	Car	89	Car	60	269
		Buses	0	Buses	1	Buses	1	Buses	0	
		Lorries	0	Lorries	0	Lorries	0	Lorries	1	
		Vans	7	Vans	5	Vans	7	Vans	8	
		Taxis	0	Taxis	0	Taxis	0	Taxis	0	
		Bicycles	0	Bicycles	4	Bicycles	4	Bicycles	0	
		Other	0	Other	0	Other	0	Other	0	
	Location 2	Car	83	Car	139	Car	83	Car	64	447
		Buses	1	Buses	3	Buses	2	Buses	1	
		Lorries	0	Lorries	1	Lorries	0	Lorries	0	
		Vans	20	Vans	18	Vans	3	Vans	5	
		Taxis	0	Taxis	4	Taxis	1	Taxis	0	
		Bicycles	0	Bicycles	0	Bicycles	0	Bicycles	2	
		Other	1	Other	7	Other	3	Other	6	
Hourly Totals (all traffic):		121		253		193		147		716

HEADLINES

Busiest Location: High Street
Busiest Time: 11:45
Busiest Day: Saturday

Quietest Location: Main Street
Quietest Time: 09:45
Quietest Day: Saturday

Observations: Vehicle counts were undertaken on Wednesday 7th and Saturday 10th September 2022 for a duration of 15 minutes, four times a day, in two locations. These give information on the number of cars that are passing through the town centre. It cannot be confirmed whether these cars have all contributed to the local economy but were in the town centre at the time of the count.

The vehicle count findings showed the highest vehicle count was recorded on High Street opposite the Post Office on Saturday afternoon and in general this location was always busier than the location on Main Street.

TRAFFIC & PARKING

CAR PARKING AFFORDABILITY

HOW WOULD YOU RATE: PARKING AFFORDABILITY?

■ Good ■ Neutral ■ Poor



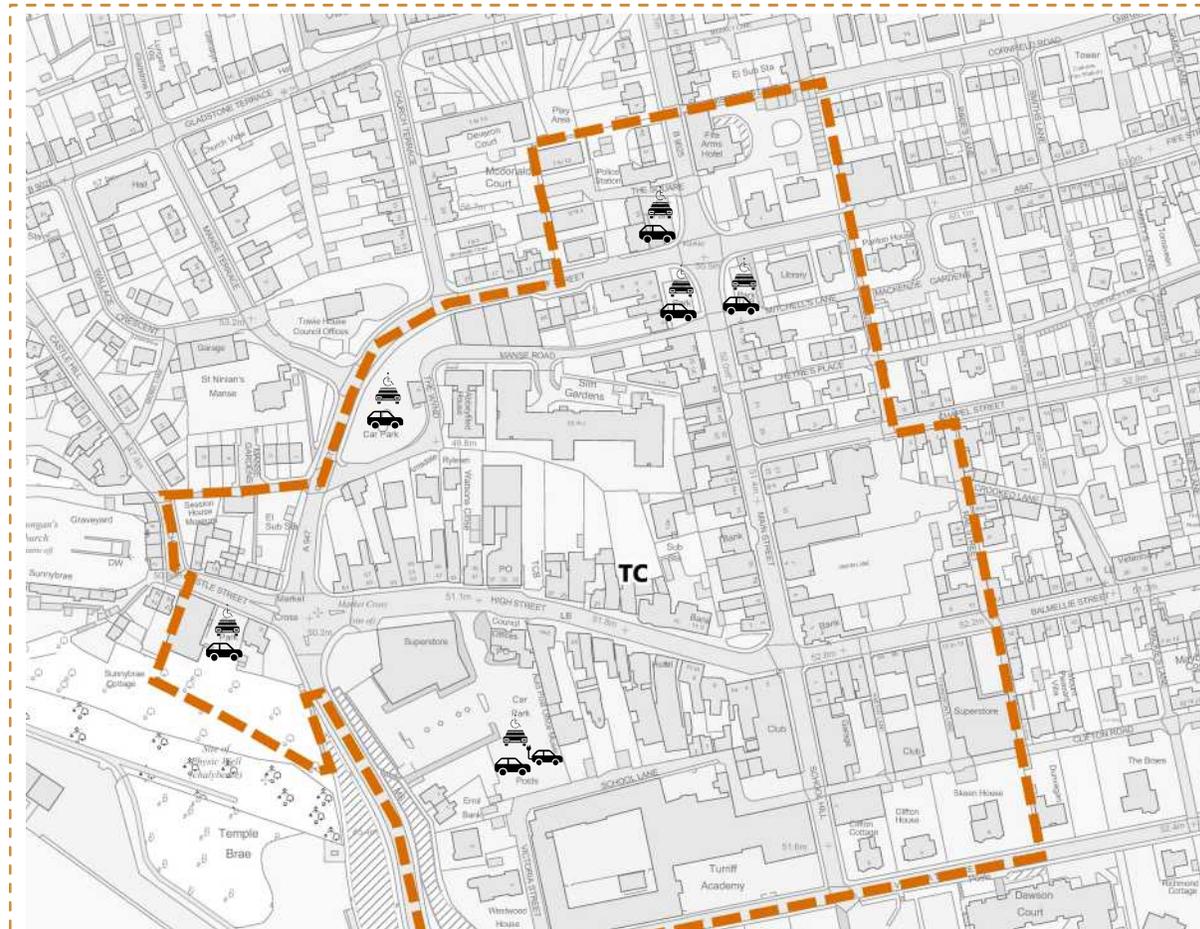
“Free parking to encourage shoppers.”

“Free parking throughout the town centre.”

“Would be happy to pay a small charge for parking if the first hour was free so that the local retailers would not suffer.”

“More free parking and not just for 2 hours.”

Business and Community Survey, September 2021



Images (Top to Bottom): High Street Car Park; The Wynd Car Park.



Free Parking



EV Charging Spaces



Disabled Spaces

TRAFFIC & PARKING

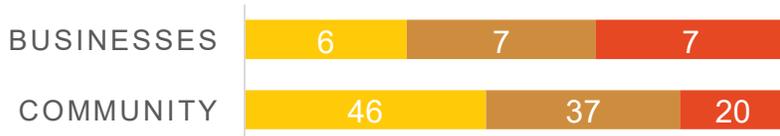
CAR PARKING AVAILABILITY



Image: The Wynd Car Park.

HOW WOULD YOU RATE: PARKING AVAILABILITY?

■ Good ■ Neutral ■ Poor



“More parking spaces required.”

“More accessible parking outside establishments, would be an improvement.”

“Encourage business owners to not use the parking and keep them free for business use.”

“Not enough parking.”

Business and Community Survey, September 2021

Spaces

140 No. of Free Spaces

0 No. of Paid Spaces

9 No. of Disabled Spaces

4 No. of EV Charging Spaces

Observations: During the site visit it was noted that the car parks within the town centre were well utilised, particularly The Wynd and the High Street car parks. However there were spaces available during the day and this is reflected through the 2021 community survey with 46 respondents noting the availability as good. It should be noted however, that the topic of parking availability was in the top 5 lowest scoring topics from the business survey.

All spaces within Turriff Town Centre are free parking. However, a number of comments were also received regarding the affordability of parking with a number of respondents requesting more free spaces that are not time limited to 2 hours.

TRAFFIC & PARKING

EV CHARGING POINTS

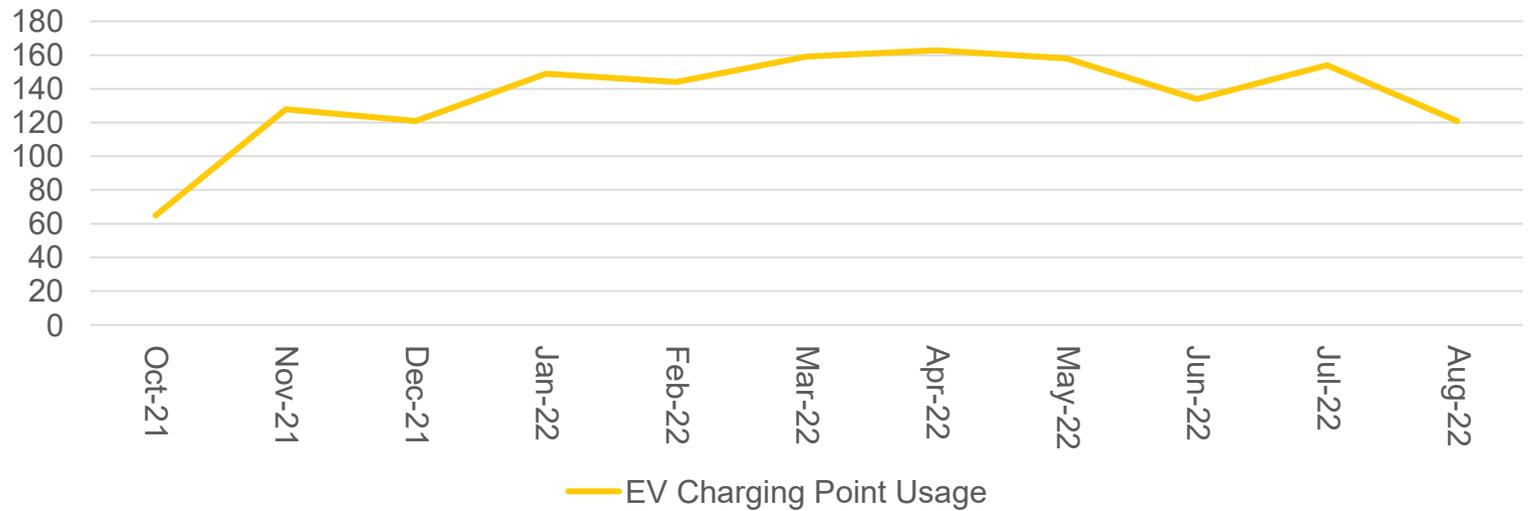
EV Charging Points

4 No. charging spaces
 3 The Wynd Car Park
 1 High Street (South) Car Park



Images: The Wynd Car Park.

EV Charging Point Usage



Observations: The above data only covers the Wynd Car Park EV charging point.

EV Charging Points

April 2022



Highest monthly usage of the charging points in The Wynd Car Park.

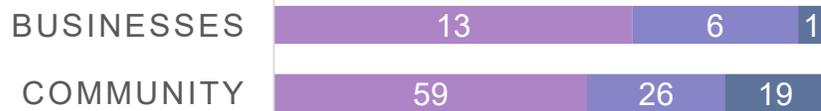
Observations: Within the town centre there are two locations for EV charging points, The Wynd and High Street (South).

At time of the site visit one of the spaces in The Wynd car park was in use. The usage data shown in the graph shows that the EV charging points in The Wynd car park are used regularly and consistently throughout the year.

Buildings, landmarks, greenery, views and natural landscape can all help to create an attractive, distinctive place that people enjoy. These features can also help people to find their way around.

HOW WOULD YOU RATE: ATTRACTIVENESS OF TOWN?

■ Good ■ Neutral ■ Poor



Observations: Turriff Town Centre is very attractive with a large number of architecturally interesting buildings along High Street and Main Street. The town also has a large number of red sandstone buildings which adds to its character and sense of place. One of these buildings was getting maintenance work completed during the 2022 site visit.

There are also a number of planters located throughout the town centre which brighten and help the town to look well kept which was a comment that was received on a number of occasions through the surveys. However, there were some comments in the 2021 survey that the area around the bus stop on the High Street was dirty and needing attention.

“Town is clean and well kept.”

“Friendly town with a lovely atmosphere.”

“Town looks tired.”

STREETS & SPACES

ATTRACTIVENESS OF TOWN CENTRE



High Street

Seating, The Square

Bus Stop, High Street

Bank, Main Street

Observations: There are 12 listed buildings within Turriff Town Centre covering two of the listing categories. There are 10 Category C listed and 2 Category B listed buildings.

All of the listed buildings within the town centre are currently in good condition and this should continue to be monitored. There are a couple of buildings that are currently vacant so care will be required to ensure they do not fall into a state of disrepair.

Another positive relates to there not being any buildings within the town centre on the Buildings at Risk Register.



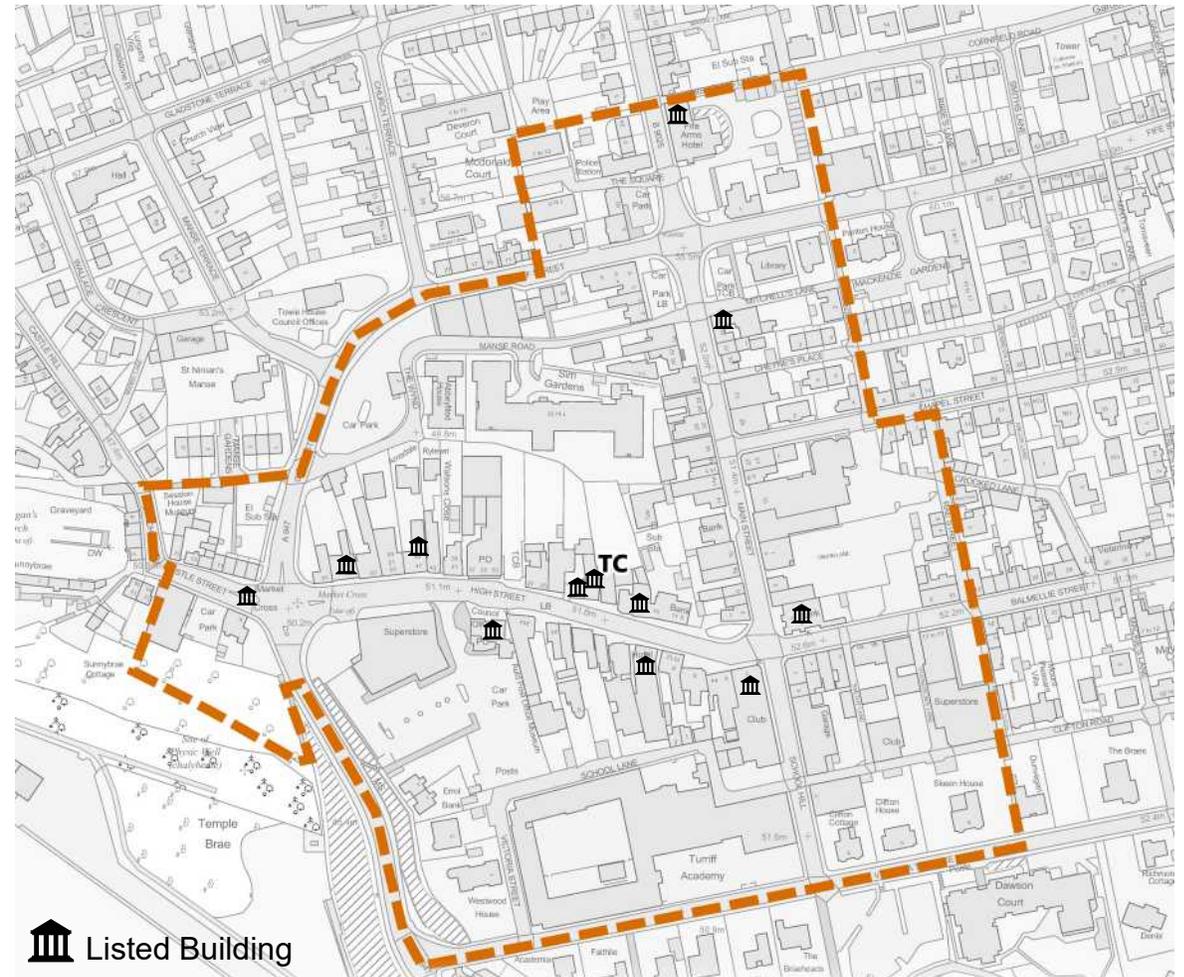
Images (Top Left and Clockwise):
The Fife Arms, The Square;
Stewart and Watson, High Street;
Virgin Money, Main Street and A
McKenzie Baker, Main Street.

STREETS & SPACES: HISTORIC ENVIRONMENT

“There are well maintained old buildings within the town centre.”

“Improvements to some of the buildings on the High Street would make a huge difference, namely the old Municipal Building.”

*Business and Community Survey,
September 2021*



STREETS & SPACES: SEATING



Benches at green space, Cross Street



Bench outside Library



Seating on High Street

HTA Seating Areas

HOW WOULD YOU RATE: SEATING/ AREAS TO CONGREGATE

■ Good ■ Neutral ■ Poor

BUSINESSES	7	8	5
COMMUNITY	39	36	27

“Perhaps another bench or two beside Traffords coffee shop.”

“More seating would be an improvement.”

“More places to sit in the town centre would be welcomed.”

“There should be outdoor seating for cafés and restaurants.”

Business and Community Survey, September 2021

Observations: The available seating within the town centre was in a good condition and was located throughout the town centre allowing people to have rests as and when required. The presence of the benches may also encourage people to meet within the town centre.

There was also a large number of comments received through the 2021 community survey noting an aspiration for more seating to be located within the town centre.

Another theme that was largely commented on through the surveys was the desire to see some more outdoor seating that could be used by cafés and restaurants.



STREETS & SPACES: PUBLIC ART



Observations: There are two pieces of public art located within the town centre, a timeline of Turriff and the Turra Coo. Both of the art installations were in good condition.

The Turra Coo not only provides a piece of art but it also is an attraction that visitors to Aberdeenshire like to visit, drawing people into the town centre. It is an iconic art installation.



“Brighten up the town centre with a mural at the car park or another location.”

“Would like the town centre to be made brighter.”

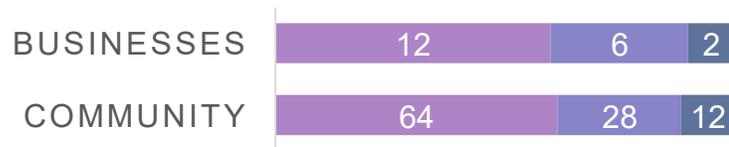


Images (Left to Right): Turra Coo public art, High Street and Turriff Timeline Board, Main Street.

STREETS & SPACES: PAVEMENTS

HOW WOULD YOU RATE: PAVEMENT CLEANLINESS?

■ Good ■ Neutral ■ Poor



“People need to pick up dog waste from pavements.”

“There area around the bus stop on High Street is filthy.”

“Pavements are clean.”

“There are weeds within some areas that need to be better maintained.”

Business and Community Survey, September 2021

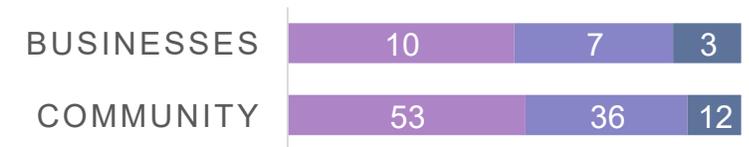
Observations: During the site visit the quality of the pavements within Turriff were noted as a positive as they were clean, well kept and allow for people to move around the town centre which is reflected through the scores for both topics in the surveys.

However, there are a few areas within the town centre where the pavement is narrow that can cause issues for people with prams/ buggies and wheelchair users, an example of this is the corner of Main Street and High Street.



HOW WOULD YOU RATE: PAVEMENT QUALITY?

■ Good ■ Neutral ■ Poor



“Wider pavements that are wheelchair and buggy friendly.”

“Better pavements especially around the Turra Coo corner. Landscaping of the pavements is a danger to disabled people.”

“The pavements are wide with plenty of space for walking.”

“Pavements are narrow.”

Business and Community Survey, September 2021

“Encouragement to bring businesses into vacant units into use.”

“Empty shops windows, filled with something attractive so it doesn't look sad.”

“Incentives for new shops to open.”

“Empty shops to continue to be filled.”

“Plenty of empty shops. We need to encourage more retailers.”

Business and Community Survey, September 2021

STREETS & SPACES: VACANT RETAIL UNITS

Observations: The vacancy rate within Turriff is relatively low at 7.8%. Four of the vacant units within the town centre remain vacant from 2021 to 2022. The number of vacant units was highly commented on through the 2021 surveys with a community desire to these units being brought back into use but is about half the Scottish average at the time of the survey, Q3 2022, which is 15.7% (Local Data Company).

Generally, the vacant units are in a relatively good condition but there is a concern that their condition could deteriorate over time if they are not brought back into use. Number 55 High Street has been vacant for a period of time and is showing signs of damage so the condition will require to be monitored.



Vacant Shops



Images (Top Left and Clockwise): Main Street; Main Street; High Street; Main Street.

Vacant Retail Units: **6** Vacant Units in the town centre **7.8%** Vacancy Rate at time of survey

Natural space includes parks and woodlands, fields, streams and rivers, green space alongside paths and roads, and tree-lined streets. These can be good for wildlife, improve air quality and benefit our health and wellbeing.

NATURAL SPACE



Observations: There is no park within the town centre but opportunities are taken to increase the green feel of the centre through impactful and generally well maintained planting and landscaping schemes, which include hanging baskets, trees and planters. This gives the town a welcoming, and vibrant feel. Signage was well used to direct visitors to green spaces outwith the town centre such as the park and picnic area at the Den and the Haughs.

Turriff in Bloom, are a group of volunteers working to make Turriff beautiful through planting. Visit their [Facebook](#) page to find out more.



Green space for seating adjacent to A947 Cross Street



Expansive planting which includes trees on all sides of the Square and planters which provide an attractive entrance for visitors to the town

HOW WOULD YOU RATE: PARKS & GREEN SPACES?

■ Good ■ Neutral ■ Poor

BUSINESSES	11	6	3
COMMUNITY	64	22	17



A variety of planters and hanging baskets are used across the town centre



Vibrant planting around the seating and gathering area in the High Street



Opportunities are taken to use open space in front of shops



The Den/ Haughs: Although not within the boundary, this large green space can be accessed directly from the town centre



"I like the flowers and the town centre is always kept tidy."

"Beautiful surroundings e.g. flowers."

"Haughs area could be improved with more regular grass cutting and proper flower meadows not just overgrown grass/weeds."

"There needs to be more park space and what is there needs to be better up kept."

Business and Community Survey, September 2021

PLAY & RECREATION



Good public places and facilities encourage children to play and allow adults to enjoy leisure and sporting activities. Opportunities for play and recreation can improve the quality of our lives and our health.

HOW WOULD YOU RATE: LEISURE AND PLAY FACILITIES?

■ Good ■ Neutral ■ Poor

BUSINESSES	8	6	6
COMMUNITY	36	42	21

Observations: There are no play and recreation facilities with Turriff Town Centre itself. Comments through the 2021 surveys focused on a lack of opportunities for young people and a desire to see more play facilities in the town centre to try and encourage people to stay in the area longer. Additionally, there are a number of play/leisure facilities within one mile of the town centre including the Haughs, a large open space area which hosts playing fields, a boating pond and a children's play park and is used for events, such as the Turriff Show.

“Increase the opportunities for people to meet in a social way - nice public space, for example. Benches, children's play equipment, green space, pedestrianised spaces. Encourage the cars out of the town centre. If people have a reason to linger more, and it's a pleasant place to be, they will spend more. Less reason to drive into the centre, rush into a shop and buy the bare essentials and then leave again.”

Business and Community Survey, September 2021



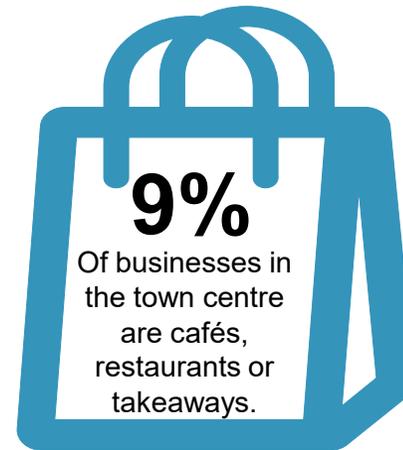
FACILITIES & AMENITIES: RETAILER REPRESENTATION

Retailer Representation

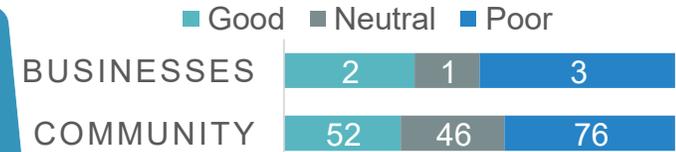
62% of businesses in the town centre are independent retailers

56% of businesses in the town centre are Class 1: Shops

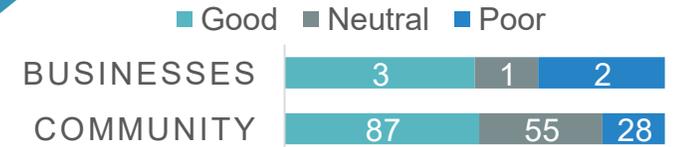
19% of businesses in the town centre are Class 2: Financial, Professional and other services



HOW WOULD YOU RATE: VARIETY OF SHOPS?



HOW WOULD YOU RATE: QUALITY OF SHOPS?



“More shops, more choice, more options.”

“More variety of shopping would be an improvement.”

“More variety of shops for clothing and everyday items would be nice.”

“The variety of shops is limited.”

“Lots of variety of shops.”

“Lacks variety in clothes shops, have to go elsewhere.”



Observations: There is a good distribution between independent and multiple (chain) retailers within the town centre. There was a mix of comments received through the 2021 survey in relation to the variety of shops on offer with some noting a desire to see more variety whilst others noted that there was already lots of variety. Additionally, a number of positive comments were received to note that the quality of the shops within the town centre is good.

FACILITIES & AMENITIES: CAFÉ AND RESTAURANTS

HOW WOULD YOU RATE: CAFÉ/ RESTAURANT CHOICE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: CAFÉ/ RESTAURANT QUALITY?

■ Good ■ Neutral ■ Poor



“There are plenty of eating places within the town centre.”

“Choice of cafés, bigger restaurants and varying prices to suit all budget.”

“Lots of variety of places to eat.”

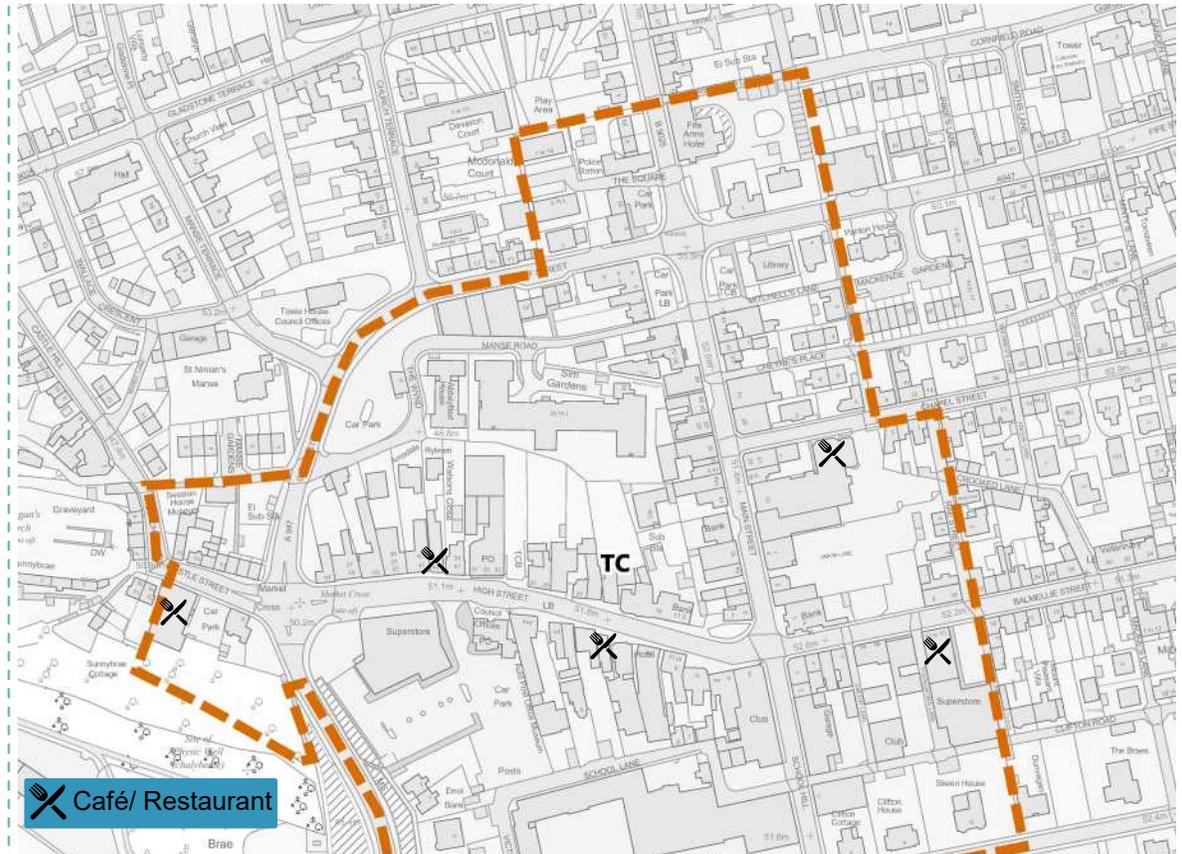
“There are a range of eating places within the town centre.”

“Plenty of cafés and restaurants so we don’t need anymore.”

“The town centre has good eateries.”

Business and Community Survey, September 2021

Observations: There is a good selection of cafés and restaurants within Turriff Town Centre. This was reflected through the responses to the 2021 business and community surveys with the two topics, cafés/restaurant choice and quality ranking in the top five of all topics surveyed.



Images (Left to Right): Restaurant Castle Street; Restaurant Balmellie Street.

FACILITIES & AMENITIES: CULTURAL AND LEISURE OUTLETS, AND PUBLIC SERVICES

Observations: There are a good selection of different cultural, leisure and public services within the town centre with a range of uses including the Police Station, Turriff Academy, the library and the museum. There is a lack of leisure outlets within the town centre, however there is a range of leisure outlets adjoining the town centre boundary including the Swimming Pool.



Cultural Outlets



Leisure Outlets



Public Services

FACILITIES & AMENITIES: EVENING ECONOMY

HOW WOULD YOU RATE: THE VIBRANCY IN THE EVENING :

■ Good ■ Neutral ■ Poor

BUSINESSES	2	11	7
COMMUNITY	20	47	35

“Need a wine/cocktail bar for older people to socialise in the evenings.”

“No police presence in the evenings.”

“There is anti-social behaviour in the town on an evening.”

“Don’t need anymore takeaways.”

Business and Community Survey, September 2021

Observations: There are a large number of takeaways within the town centre and a few comments were received through the 2021 community survey noting that there is no requirement for any further takeaways within the town centre.

There are also a number of other units open in the evening, primarily restaurants.

Another theme, noted through the 2021 survey was the anti-social behaviour within the town in the evenings, generally people within cars driving at speed and this making people not want to spend time in the town centre.

Examples of some of the units open in the evening.



Milano's

Pitta's

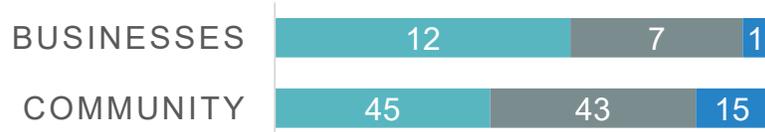
White Heather Hotel

☾★ Units open in evening

FACILITIES & AMENITIES: COMMUNITY AND VISITOR SATISFACTION

HOW WOULD YOU RATE: VALUE FOR MONEY?

■ Good ■ Neutral ■ Poor



"It's a fabulous town."

"There is a good mix of shops available, but others would always be welcome in the town."

"More choice and affordable shopping for families would be welcomed."

"Thriving town with a variety of quality shops."

"Happy with the town centre."

"More variety within the town centre would be an improvement."

Business and Community Survey, September 2021

Town Centre Offer:

76%

of the community agree that it offers all services expected (retail, café, pubs etc)

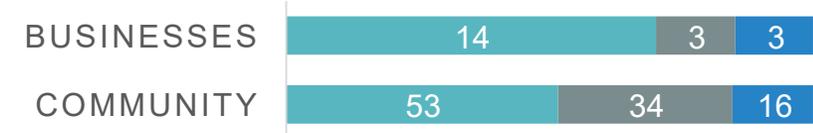
Business and Community Survey, September 2021

Observations: The majority of comments received through the 2021 surveys in relation to facilities and amenities in the town centre were positive.

Two topics received comments of a slightly negative nature, one in relation to the community aspiration to see more variety available within the town centre, whilst the other was to see an increase in affordability of goods available. However, with this being said the overall rating for both topics was positive.

HOW WOULD YOU RATE: VARIETY OF GOODS AVAILABLE?

■ Good ■ Neutral ■ Poor



HOW WOULD YOU RATE: STANDARD OF SERVICE IN SHOPS?

■ Good ■ Neutral ■ Poor



Tourism: Data provided by VisitAberdeenshire shows the number of page views received for Turriff in the 'Towns and Villages' section of their website:

1,066 Jan-Dec 2019

975 Jan-Dec 2020

1,457 Jan-Dec 2021

FACILITIES & AMENITIES: ONLINE SHOPPING

Online Offering

89% of businesses surveyed have online presence

31% of businesses surveyed sell online

40% of the businesses surveyed that sell online make 25% or less of their income from this

24% of the community surveyed said they are more likely to shop online rather than going into the town centre for the same item

65% of the community survey noted that their attitude towards online shopping had changed because of the COVID-19 pandemic

47% of the community survey noted that their usage of the town centre had increased because of the COVID-19 pandemic

Business and Community Survey, September 2021

Observations: Within the 2021 survey there was a variety of responses to the questions about shopping online. A number of respondents noted that they would rather shop local rather than buying online as they want to support the local retailers or so it enables them to see what they are buying.

Others noted that convenience, pricing and variety of goods were the main reasons for online shopping.

“Prefer to shop local whenever possible.”

“More affordable and more choice online.”

“Sometimes it’s a bit cheaper online.”

“Prefer to use local shops where I can.”

“I don’t like online shopping, I don’t trust it.”

“If I can buy locally, I will do to support the town centre retailers, even if it costs a wee bit more.”

Business and Community Survey, September 2021



Image: Turra Co, High Street.

FACILITIES & AMENITIES: CONNECTIVITY

Observations: Mobile coverage within Turriff Town Centre is strong with three of the top networks being accessible at a 4G level both indoors and outside. There is currently no coverage of 5G within the town centre.

Broadband coverage is also strong with fibre and superfast broadband being available within the town.

There is no free public WIFI available within the town centre.



Broadband Coverage in Turriff Town Centre:

	FTTH/FTTP	✗
	Ultrafast Broadband (>=100 Mbps)	✗
	Superfast Broadband (>24 Mbps)	✓
	Fibre (FTTC or FTTH or Cable or G.Fast)	✓
	Wireless	✗
	LLU	✓
	ADSL2+	✓
	ADSL	✓

Average Speed of Internet in Turriff Town Centre:

	Download:	301.2 Mbps
	Upload:	36.0 Mbps

Mobile Coverage in Turiff Town Centre:

		Voice	3G	4G	5G
Three	Indoor	✓	✓	✗	✗
	Outdoor	✓	✓	✗	
O2	Indoor	✓	✓	✓	✗
	Outdoor	✓	✓	✓	
EE	Indoor	✓	✓	✓	✗
	Outdoor	✓	✓	✓	
Vodafone	Indoor	✓	✓	✓	✗
	Outdoor	✓	✓	✓	

 Good coverage
  You may experience problems
  No coverage

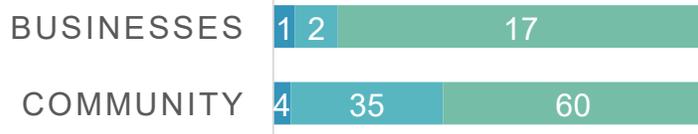
FACILITIES & AMENITIES: OTHER SERVICES

Observations: Turriff Town Centre is well serviced by ATM machines. Additionally, there is a Defibrillator unit within the town centre on the corner of Main Street and High Street which can be used by anyone within the town centre should the need arise.

There is currently no farmers market within the town centre, which is why the market was rated as poor in the 2021 surveys. However, there were a large number of comments received noting an aspiration to see a farmers market within the town.

HOW WOULD YOU RATE: THE MARKET?

■ Good ■ Neutral ■ Poor



“A monthly farmers market would be an improvement to the town centre.”

“It amazes me that as a farming town that there is no farmers market.”

“A farmers market would be good, would bring extra people into the town but doesn't seem to be anyway to hold it.”

“There is no farmers market now although there used to be.”

“The business association would like to bring a farmers market again once a month.”

*Business and Community Survey,
September 2021*



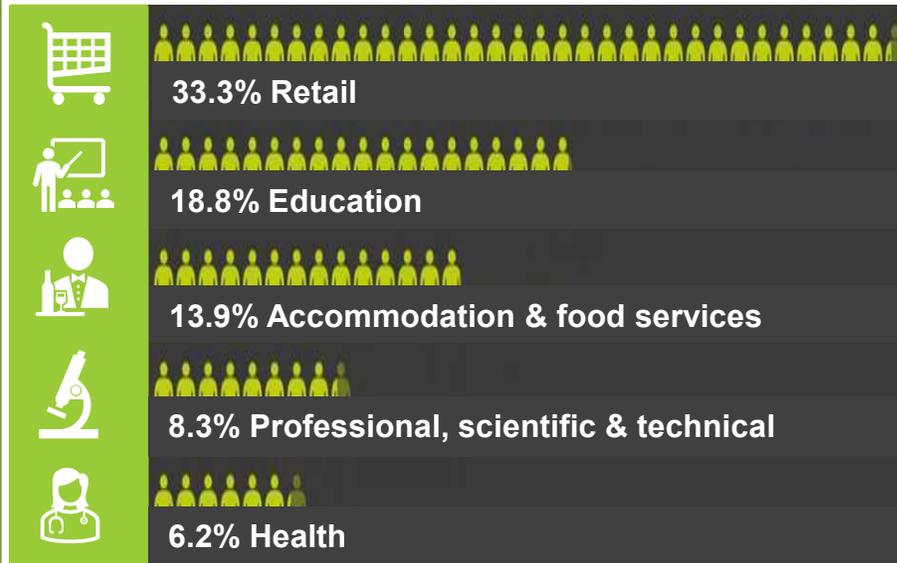
Good-quality work offers important benefits through income, activity, social contact, sense of identity and job satisfaction. A thriving local economy can provide work opportunities and help create lively places where people want to spend time.

WORK & LOCAL ECONOMY



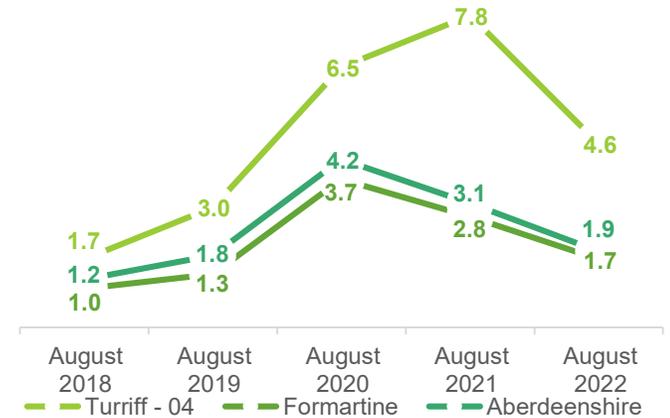
Observations: The employment and income picture is as would be expected for a town of this scale and location, with a high proportion of retail and hospitality jobs. However, there is an interesting mix across other sectors perhaps reflecting the town's classification as a remote small town. The claimant count rate rose as expected in 2020, partly in response to the COVID-19 pandemic but continued to rise into 2021 which is a deviation from other local trends which were downwards. The rate has fallen this year, however has not returned to the levels from before 2020. Despite low levels of deprivation the claimant count rate could indicate hidden pockets of need within the community.

Top 5 Employment Sectors 2021 Turriff Town Centre Data Zone*



Source: Business Register and Employment Survey 2021

CLAIMANT COUNT RATE^ (%)



*Includes people claiming Universal Credit or Jobseekers Allowance
Source: ONS Crown Copyright Reserved

Settlement Type: Remote Small Town

(Settlements of 3,000 to 9,999 people, and with a drive time of over 30 minutes but less than or equal to 60 minutes to a Settlement of 10,000 or more)

Scottish Government's Urban Rural Classification, 8-fold

Median Household Income 2021 Town Centre Data Zone

£25,108



£41,103 Formartine; £36,889 Aberdeenshire

Source: © CACI Limited 1996 - 2021 This report shall be used solely for academic, personal and/or non-commercial purposes.

Scottish Index of Multiple Deprivation 2020

Town Centre Data Zone*:

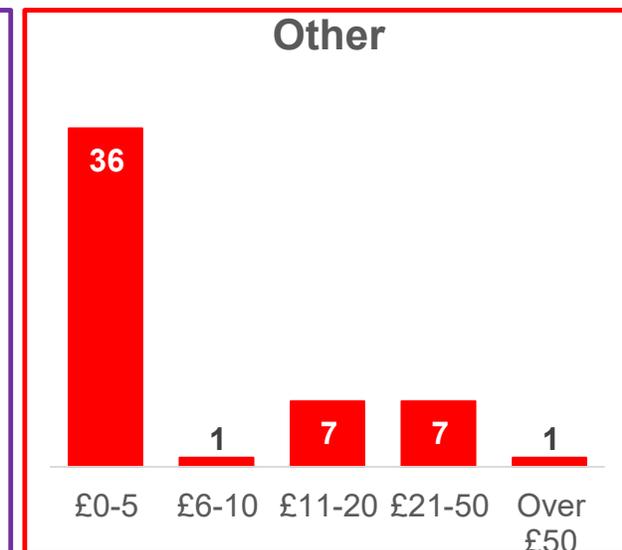
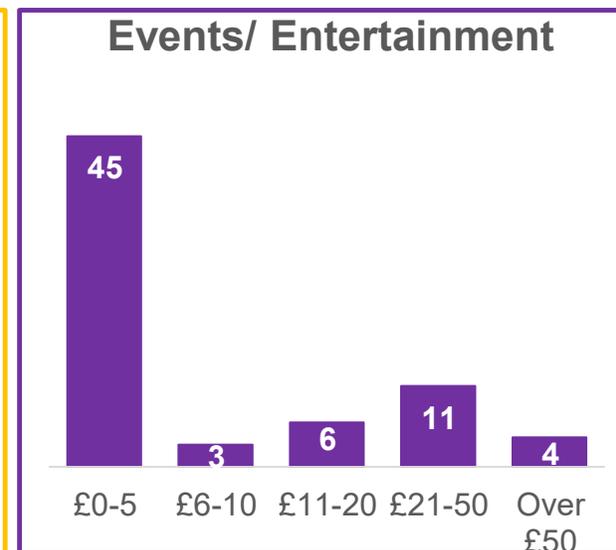
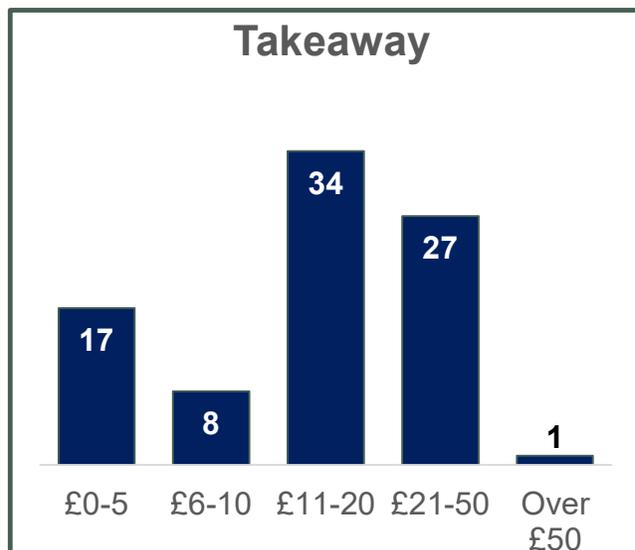
45-50%

Least deprived in Scotland

* The data zone (S01007020) that includes the majority of the town centre.

WORK & LOCAL ECONOMY: AVERAGE CONSUMER SPEND 2021

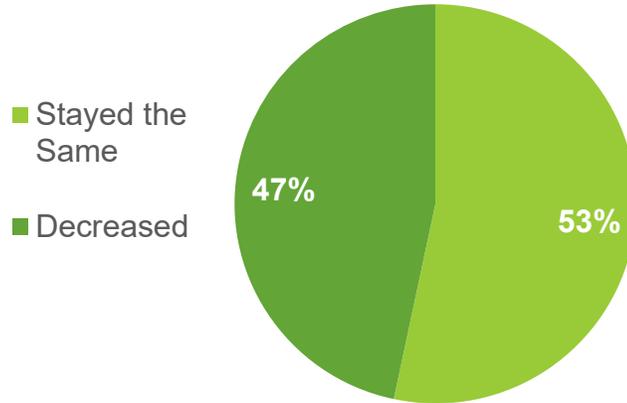
Observations: The community survey results from 2021 showed that the majority of expenditure across the different sectors was at lower levels with food shopping accounting for most larger purchases. Other shopping, eating out and takeaways were mostly at mid-range levels. Hair and Beauty was used less overall but tended to be towards higher values. Events/ Entertainment had limited spending which perhaps reflects the lack of provision the area. Providing for this could offer potential for increased spend in the town centre.



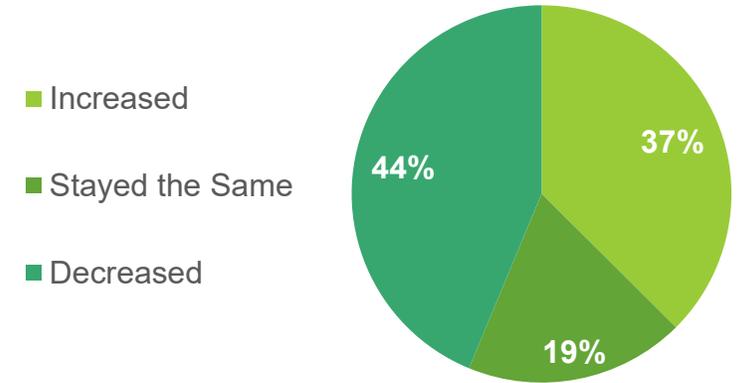
WORK & LOCAL ECONOMY: BUSINESS SURVEY HIGHLIGHTS 2021

Observations: 21 businesses responded to the survey and provided a mixed outlook for the town, with a varied picture on turnover and employment levels staying the same or falling in the past 5 years. However, 21% of respondents were new start-up businesses and 41% of respondents were somewhat confident about future business performance. This is encouraging given the huge impact the COVID-19 pandemic has clearly had on business turnover. This resilience could be due to the large number of established, independent businesses, able to respond better than their larger chain competitors to the pandemic. Businesses are making good use of Facebook but there is scope to further explore other online marketing options.

Has employment at your premises changed in the past five years?



How has turnover at your premises changed in the past five years?



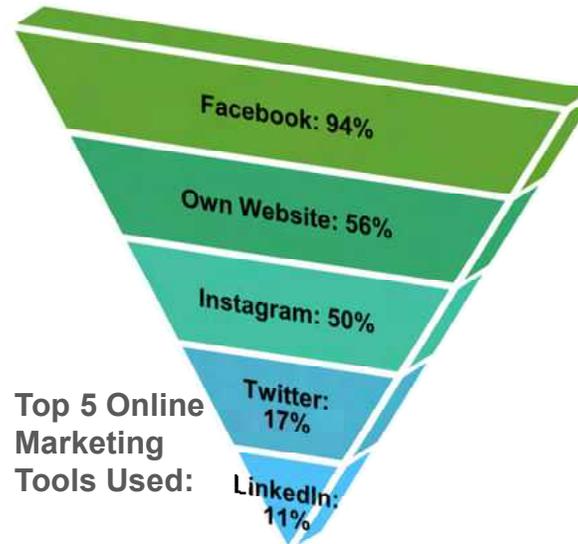
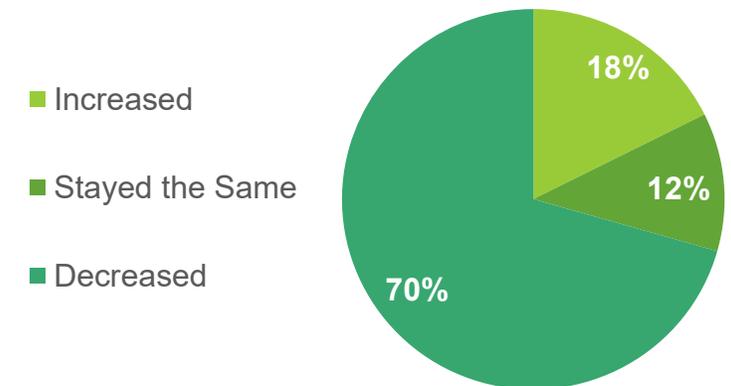
74% of business owners surveyed were **established** businesses in the town centre. **5%** were ready to **sell/retire**; **21%** were **start-ups**

94% of business owners surveyed were **independent** businesses

41% of business owners surveyed were **somewhat confident** about future business performance in Turriff; **41%** were **neutral** and **18%** **somewhat unconfident**

6% of business owners surveyed indicated they were looking to **grow** or **expand** in the next year, with a further **22%** in the next five years. **44%** are **unsure** and **28%** were **not** considering growth or expansion at the time of the survey

What difference have the COVID-19 restrictions had on turnover during the period March 2020 to April 2021?



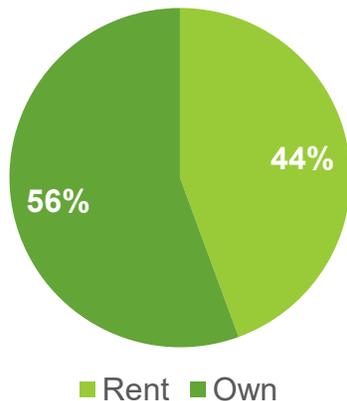
WORK & LOCAL ECONOMY: PROPERTY

Observations: The commercial property market seems fairly stable in Turriff, perhaps due to the large number of independent, established businesses as indicated in the business survey in 2021. This was echoed in the number of businesses who owned their own premises and a reasonably bright outlook for investment in town centre stock with almost a quarter of respondents confirming they were looking to invest in their premises within the next year. Comments received in the surveys suggested that large, vacant buildings such as the banks were an issue, but that imaginative solutions could be considered such as pop-up or hub space or residential accommodation. During the site visit this year, it was noted that a large building on the High Street remained vacant, perhaps indicating that it may be harder to attract occupiers willing to take on larger units.



22% of business respondents said they would invest in their premises in the next year, **50%** were unsure of their investment plans and **28%** had no plans for investment.

Do you rent or own your premises?



Planning Applications:

Within the town centre eight planning applications were approved between August 2021 – August 2022. Of note were:

- 2 x Change of Use from Class 1 (Shop) to Class 2 (Financial, Professional and other Services);
- Formation of External Eating Area at Fife Arms Hotel;
- Alterations and external maintenance of Bank;
- Internal and External Alterations to form Coffee Shop (Class 3).

“There is a decreasing footfall and more premises for sale / rent. Business costs continue to increase and there appears to be little flexibility in the use former business premises can be used for. Personally I feel that some former retail premises should be allowed and indeed encouraged to be used for residential use, (with appropriate grant schemes for such purposes) which could be for example subject to a cap on the numbers over a certain period. More people living in these areas may help to retain the number of shops still left. The current situation is not sustainable.”

“Improvements to some of the buildings on the High Street would make a huge difference, namely the old Municipal Building as an example.”

“Use empty shops for businesses. e.g. people can go to find services such as plumber, joiner, electrician etc.”

“Still has good occupancy with the exception of long term empty lets, all of which have building issues.”

“Empty shops filled, maybe help to rent for new businesses or existing ones wanting to try Turriff before they commit fully.”

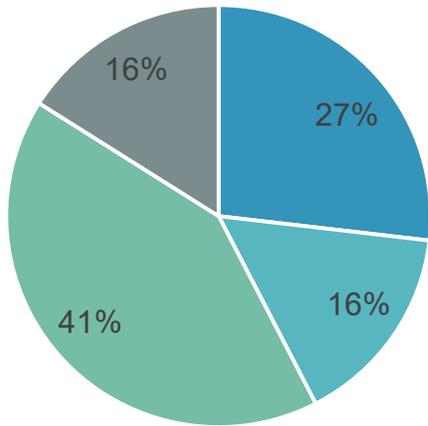
“Lower rent etc. so that empty buildings can be opened as clothes shops (no more pubs and restaurants or takeaway).”

Housing is central to people’s lives and helps to shape the appearance and character of places. Good places provide a mix of housing that supports a socially balanced community and meets people’s needs throughout life.

HOUSING & COMMUNITY



Dwelling Type



■ Detached ■ Semi Detached ■ Flat ■ Terrace

The mix of dwelling types within the town centre is shown above. There is a real diverse mix of housing types within the town centre boundary with the largest proportion being flats.

Of these dwelling types within the town centre the main tenure is for properties to either be owned outright, or with a mortgage.

Housing Profile and Population

The overall population total for Turriff in 2020 was 4,700 and it is estimated that approximately 402 people live within the town centre.

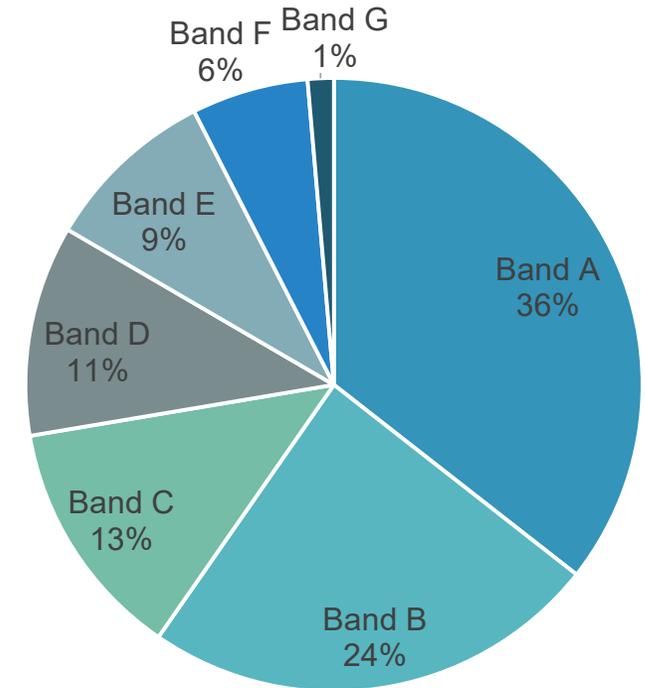
The average house price for dwellings within the town centre boundary in 2018 was £134,667 compared with the average house price in Aberdeenshire of £230,038.



Image: High Street.

In terms of Council Tax Bands (2021), Turriff Town Centre has dwellings in Bands A-G on the scale of the Council Tax Bands. The majority, 60%, are located within the first two bands, Band A and Band B.

Council Tax Band



Feeling isolated can be damaging to our health and wellbeing. Good places provide a variety of spaces to meet and spend time with others.

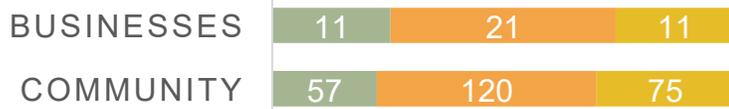
Observations: The range of events scored in the bottom five indicators within the 2021 community survey, but this might be influenced by the ongoing issues with Covid-19 at the time of the survey.

There are a number of venues that are available for social interaction in the town centre, including a number of cafés, but facilities for young people are lacking.

The Museum within the town centre is currently run by volunteers from the Turriff and District Heritage Society and is open 4 days a week over the summer months for people to meet and learn about Turriff. To supplement the indoor venues the community would like to see more events happening within the town centre.

HOW WOULD YOU RATE: RANGE OF EVENTS?

■ Good ■ Neutral ■ Poor



SOCIAL CONTACT



Venue	Indoor / Outdoor	Opening Times
Library	Indoor	Mon: 10:00-18:00 Wed: 09:30-13:30 Fri: 09:00-17:00 Click and Collect also available during opening hours.
Museum	Indoor	Wed-Sat: 11:00-15:00 (April to September)
British Legion Club	Indoor	Information Unavailable at time of Survey.



“More events in the town centre, like Farmers Markets would be good.”

“There is a lack of local events.”

“There needs to be something for younger people to do.”

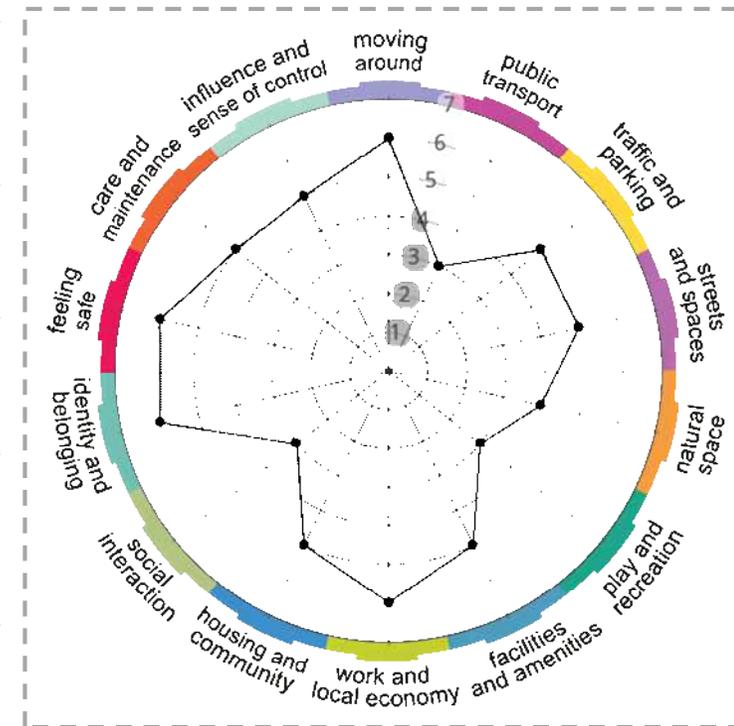
Business and Community Survey, September 2021



Images (Top then Clockwise): British Legion Club; Museum, High Street; Turriff Library.

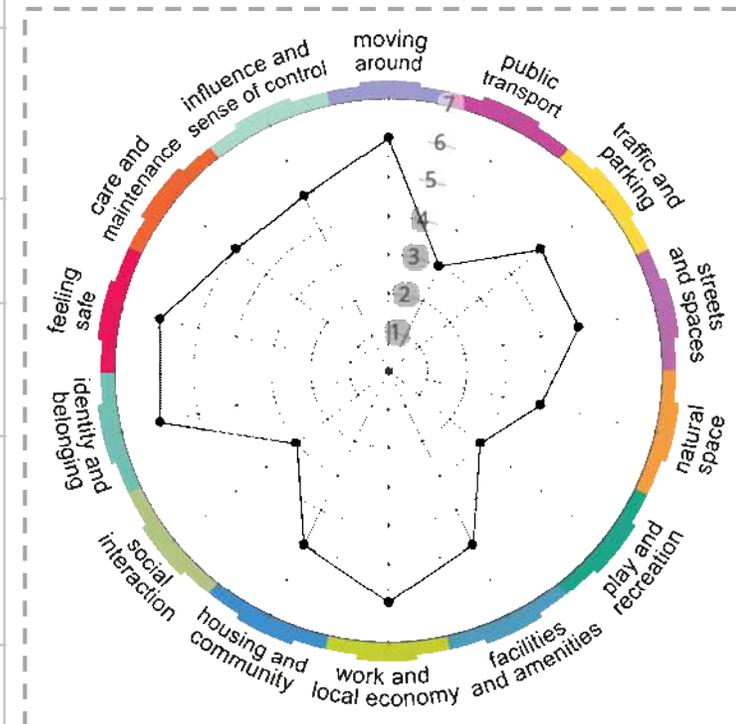
KEY CONSIDERATIONS & OPPORTUNITIES

Theme	Key Improvements
Identity and belonging Rating: 6	Turriff Town Centre has a strong sense of identity and scored highly for community spirit and how people felt about the town centre. Events could be a good opportunity to build on this.
Feeling safe Rating: 6	Overall a very positive indicator for the town centre, particularly in relation to safety during the day. Safety in the evening however, was less well scored and this was attributed to the perception of anti-social driving. Interventions could consider tackling this issue.
Care and maintenance Rating: 5	This was a positive indicator for Turriff with the majority of comments recognising that the town is well maintained. Concerns were raised about the impact that the vacant units could start to have on the town centre and this should maybe be monitored.
Influence and sense of control Rating: 5	Turriff is well-served with active volunteer-led organisations working to maintain and improve the town centre. Awareness of the groups was reasonable but more promotion could be considered.
Moving around Rating: 6	The town centre is relatively compact and easy to navigate with good crossing points. Signage and information is plentiful. Some streets are narrow causing difficulties for some. Cycling provision was limited and given the towns location on a national cycle route there are opportunities to explore this further.
Public transport Rating: 3	The limited bus service and lack of comments in relation to bus services suggests that it is not an option for many town centre visitors. There is a good link to Aberdeen from Turriff which includes evening services.
Traffic and parking Rating: 5	Traffic flow and the affordability of parking were seen to be relatively good within the town. One concern that was raised through the surveys was the availability of parking, which was rated within the bottom five topics.



KEY CONSIDERATIONS & OPPORTUNITIES (CONTINUED)

Theme	Key Improvements
Streets and spaces Rating: 5	The number of vacant units within the town centre was noted as a negative for this particular topic although the pavements and public art were noted as positives. Something that could be done to address community aspirations is providing additional seats within the town centre.
Natural space Rating: 4	Although Turriff Town Centre is in close proximity to large natural, open spaces there is no green area within the town centre itself and there are limited opportunities to address this, apart from the 'Turra Coo' area. However, there is an excellent range of floral displays including trees, planters and hanging baskets.
Play and recreation Rating: 3	There are no play facilities within Turriff Town Centre however there are a number of facilities on the town centre boundary including the Swimming Pool and the Haughs.
Facilities and amenities Rating: 5	Overall this is a positive topic for the town centre with 76% of respondents agreeing that the town centre has the services they would expect to see. Filling the vacant units and providing more variety of shops would allow for an improvement to the town.
Work and local economy Rating: 6	There is a good mixture of employment opportunities but the claimant count rate is higher than other areas. Turriff has a high percentage of independent businesses but they are relatively cautious about the future. Encouragingly there have been a number of new starts. Imaginative solutions to the use of large vacant buildings, such as pop-up or hub space or residential accommodation would be welcomed could help ensure the vibrancy of the town centre.
Housing and community Rating: 5	There is a good mix of tenure and type of dwellings within the town centre. There is a majority of flats within the town centre but this is expected. The mix of tenure should be maintained so that the town centre provides for all.
Social contact Rating: 3	There are a number of venues for people to meet within the town centre but there was a large demand to see additional events happening in the town centre through the surveys. Notably events for all ages within the community.



BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? Top 5 Highest and Lowest Scoring Categories

Community

Top 5 Highest Scoring Categories:

1. Feeling of Safety During the Day
2. Standard of Service in Shops
3. Café/ Restaurant Quality
4. Café/ Restaurant Choice
5. Quality of Shops

Top 5 Lowest Scoring Categories:

1. Farmers Market
2. Range of Events
3. Vibrancy in the Evening
4. Seating/ Areas to Congregate
5. Public Transport Links

Business

Top 5 Highest Scoring Categories:

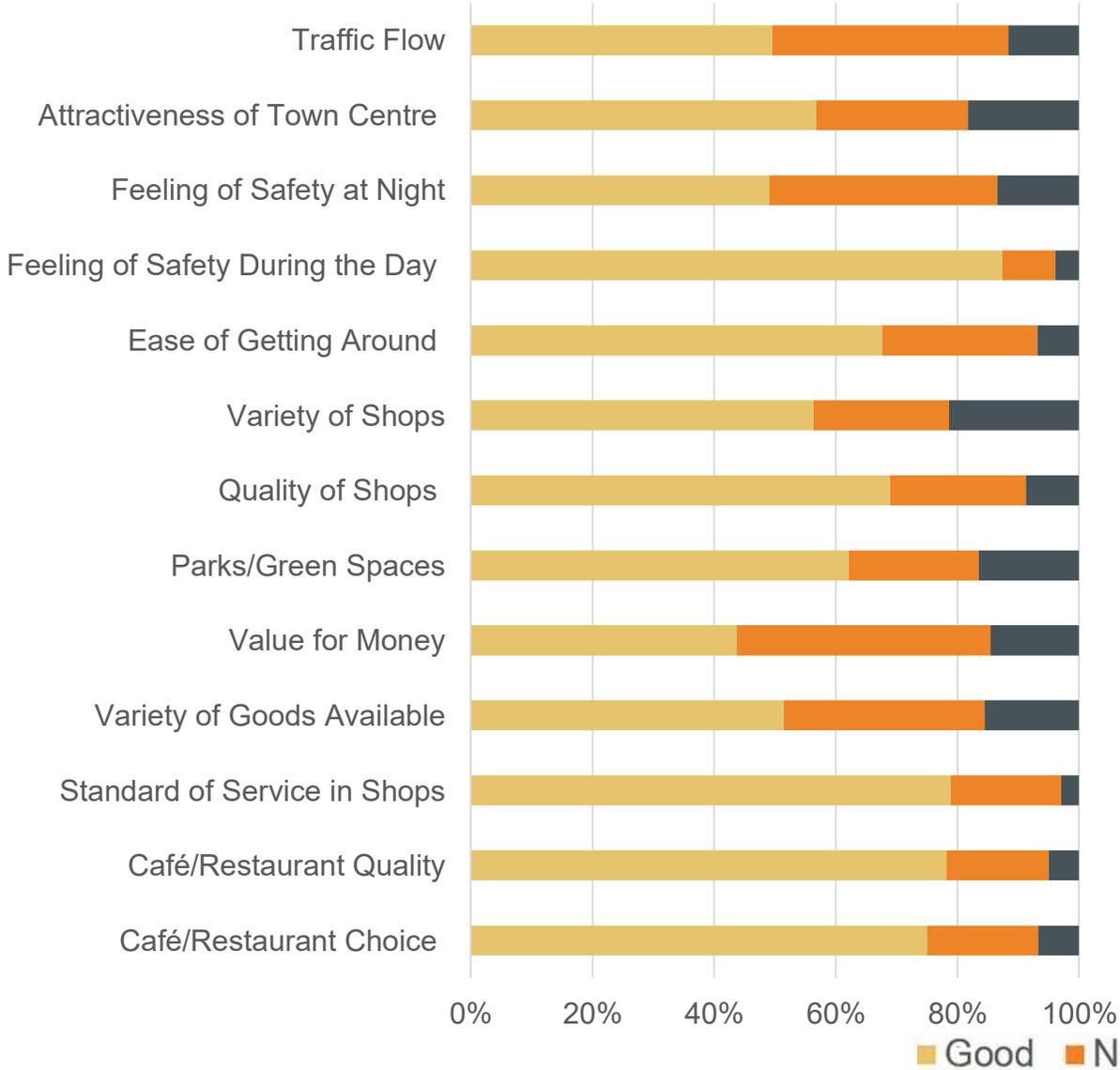
1. Feeling of Safety During the Day
2. Standard of Service in Shops
- =3. Café/ Restaurant Quality
- =3. Café/ Restaurant Choice
- =3. Quality of Shops

Top 5 Lowest Scoring Categories:

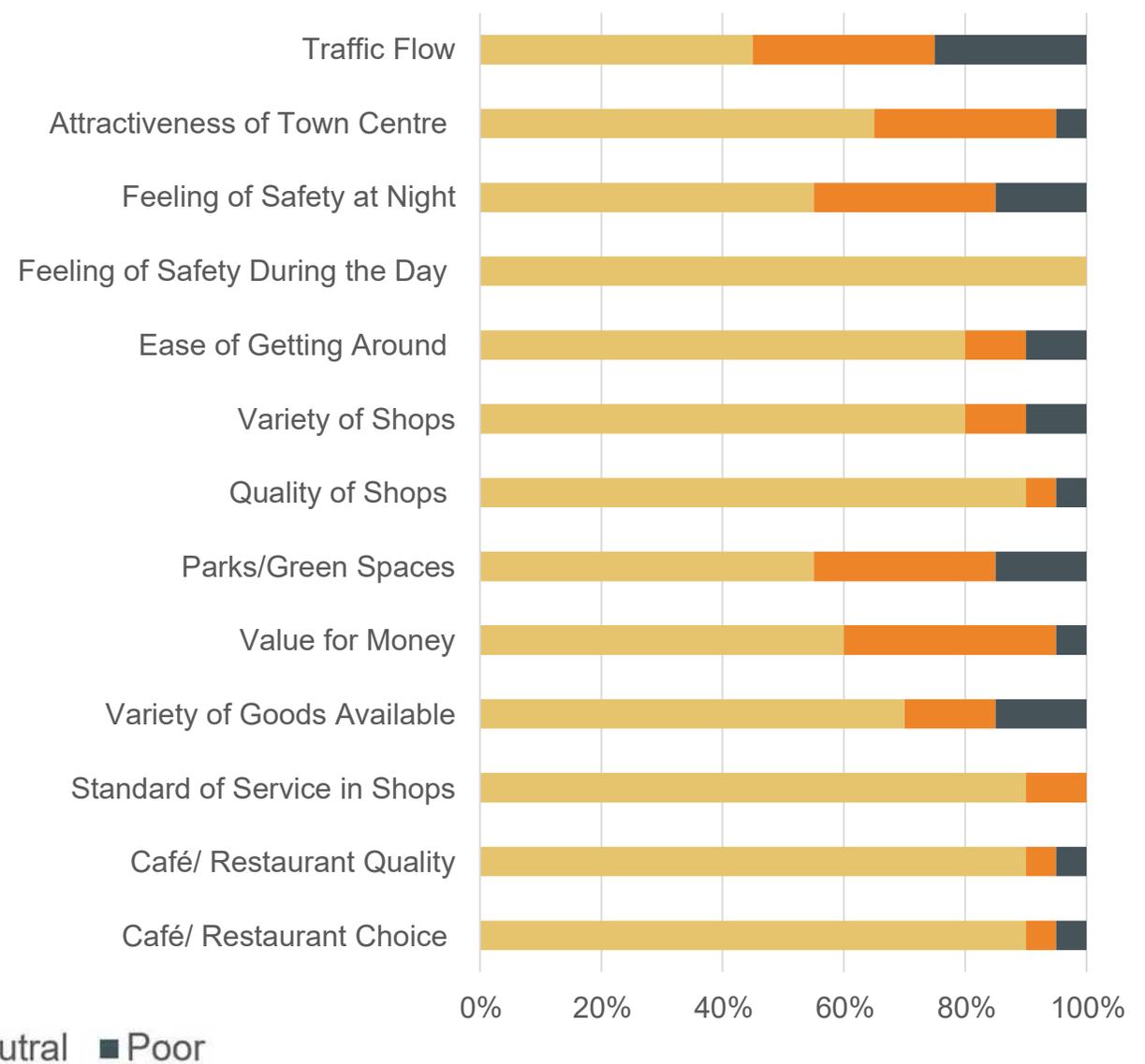
1. Farmers Market
2. Vibrancy During the Evening
3. Range of Events
4. Parking Space Availability: Cars
5. Leisure and Play Facilities

BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate?

Community Responses:

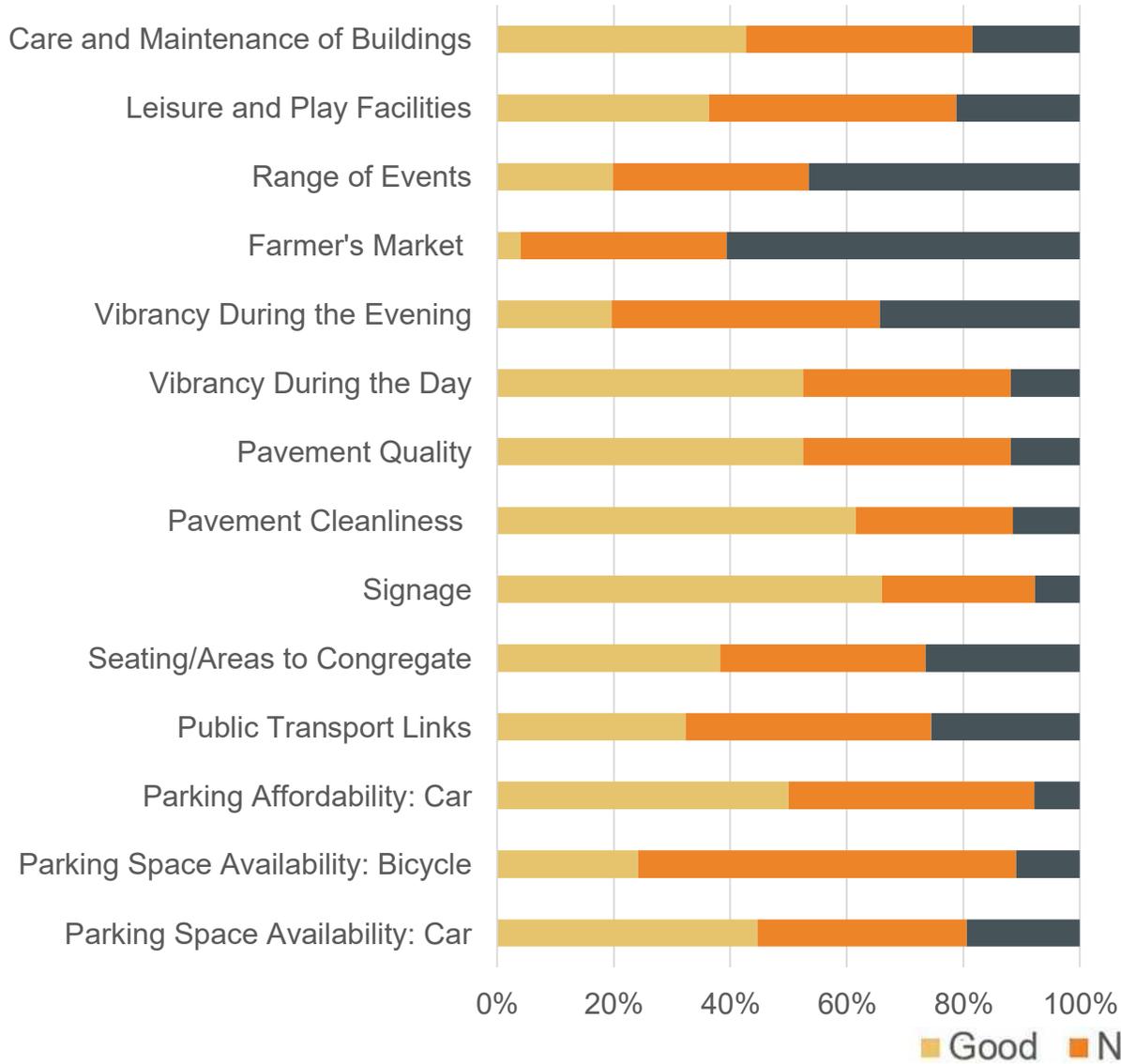


Business Responses:

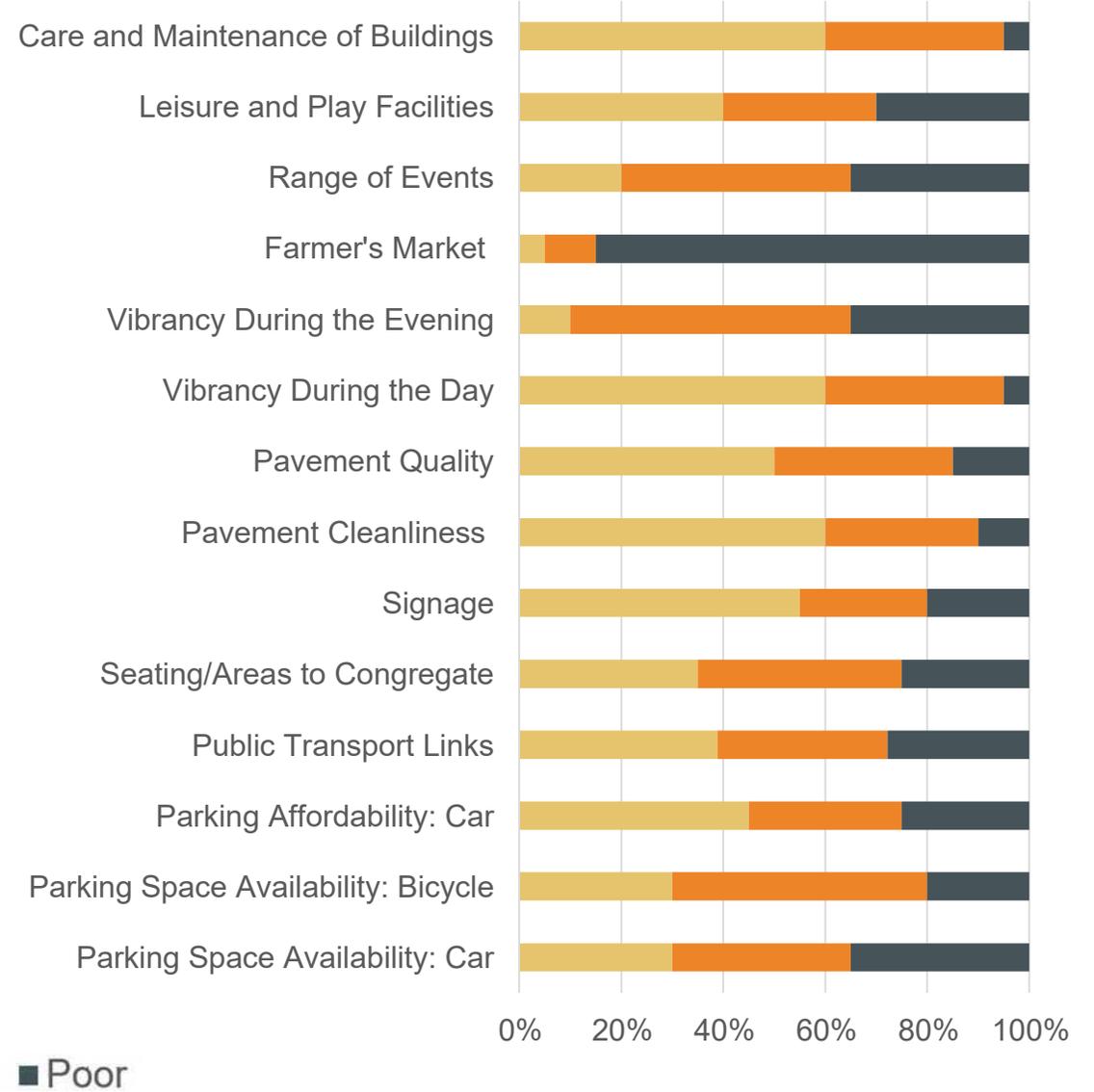


BUSINESS & COMMUNITY SURVEY RESPONSES: How Would You Rate? (Continued)

Community Responses:



Business Responses:



A PARTNERSHIP APPROACH: WORKING TOGETHER FOR THE BENEFIT OF OUR TOWNS

A key element of the new approach to undertaking Town Centre Health Checks in Aberdeenshire is to work in partnership with stakeholders with an interest in the success of our town centres to collect and share knowledge, information and opportunities. This has added an extra dimension to the health checks, providing a base from which future, plans, strategies, engagement and collaboration can be built upon. A big 'thank you' goes to the following teams, organisations and individuals in 2021 and 2022 for their contributions to the project:

Business and Community:

Turriff Business Association

Turriff Community Council

Football Count Volunteers

Accessibility Audit Volunteers: 4 adults



Partner Organisations:

Sergeant Walker, Partnerships,
Preventions and Interventions,
Police Scotland

Elaine Bisset, VisitAberdeenshire



Council Teams:

Planning Information and Delivery

GIS Team

Community Learning and
Development

Formartine Area Office

Community Payback Unpaid Hours
Service

Community Engagement and
Equalities

Economic Development

Transportation

Planning Policy

Customer and Digital Services

Aberdeenshire
COUNCIL



Aberdeenshire

COUNCIL



TOWN CENTRE HEALTH CHECK
SEPTEMBER 2022

REPORT PRODUCED BY THE PLANNING INFORMATION AND DELIVERY TEAM
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